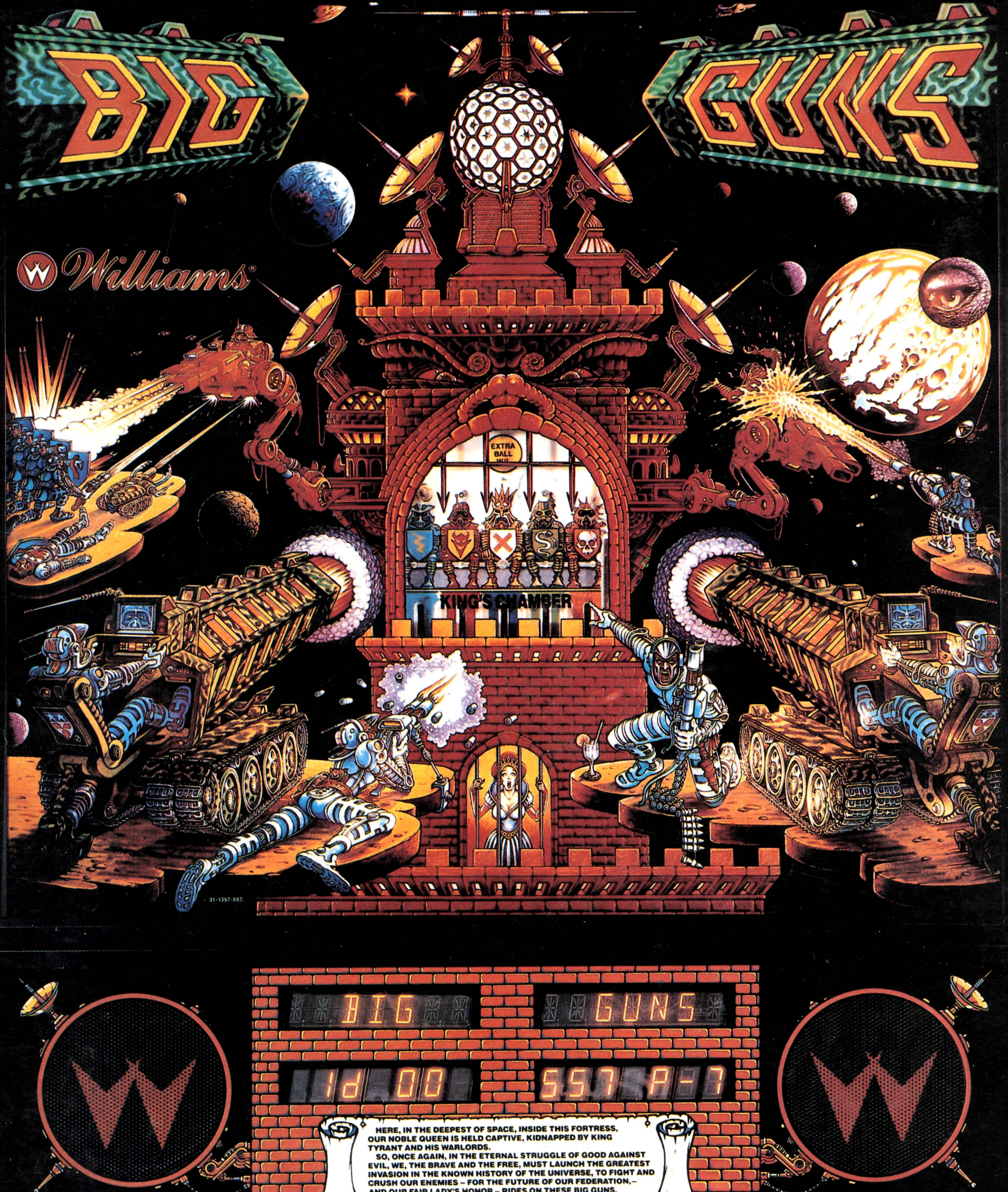
FOR THE COIN-OP ENTERTAINMENT INDUSTRY

November 1987

PLAY METER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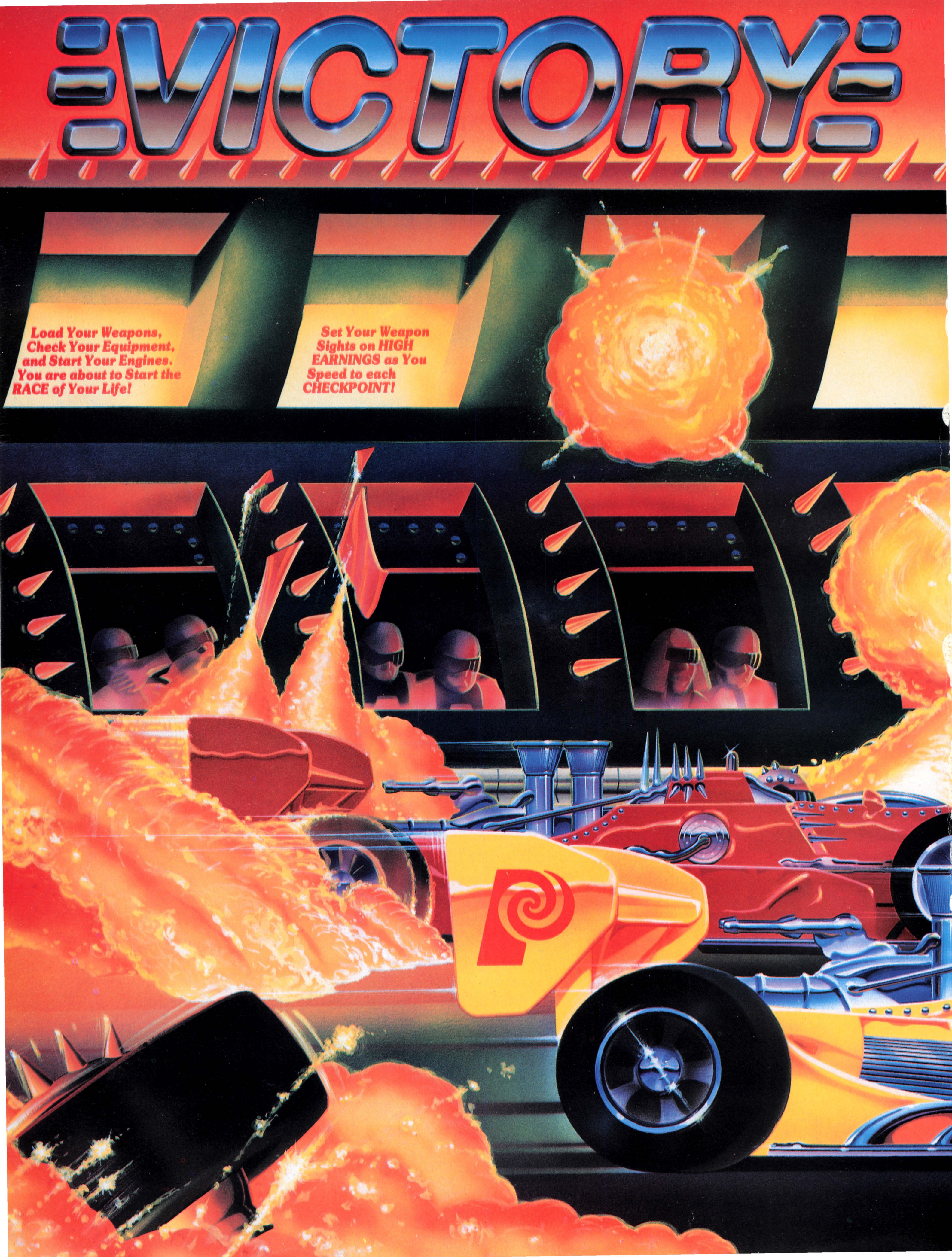
AMOA SHOW ISSUE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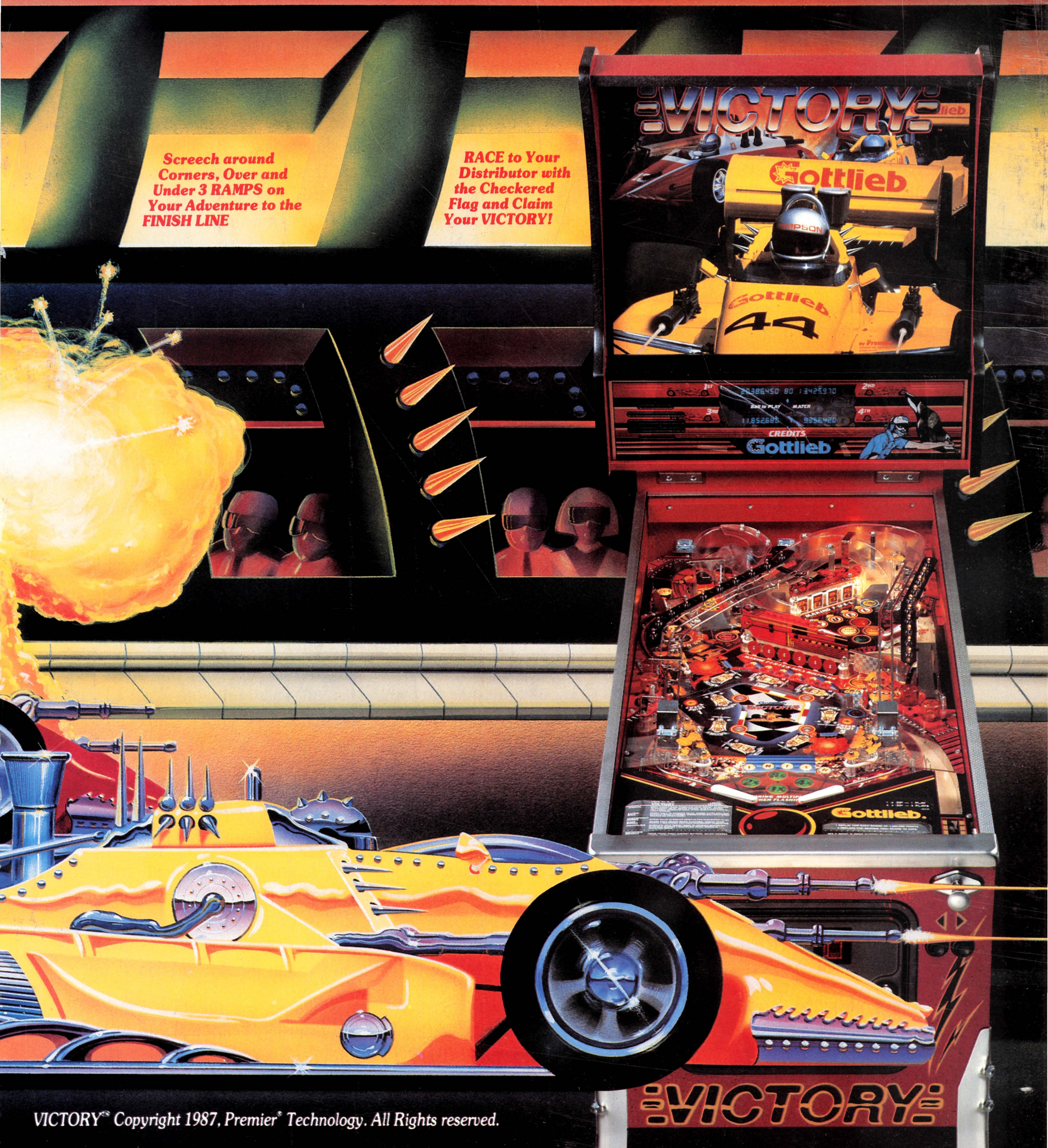

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NEWS BULLETIN

..........Seeburg has introduced a "Hot Hits Label" for its compact disc phonograph. Citing the fact that many operators have hesitated to commit fully to the CD because customers demand to play the "Top 40" songs, Seeburg's Joe Pankus said, "This will solve many problems operators have. We have agreements with all the major labels and we will be introducing the first disc at AMOA with 13 to 15 songs right off the top 40. An operator will be able to utilize two discs with the top 40 charted songs and still have space for the top albums. There is no need for operators to wait for a three-inch single disc." Pankus also stressed that the industry has been bucking a consumer trend because last year CD sales passed the sales of lps in dollar revenue. In addition to the "Hot Hits Label" disc, Seeburg will also release a CD with the old favorites like Happy Birthday, Danny Boy, Beer Barrel Polka, The Bunny Hop, Anniversary Waltz, etc. You can check out this quantum leap in the CD picture at Seeburg's booth........................

..........Several companies have added new personnel to their staffs: Dennis Sable has joined the Leland Corp. as its sales manager. Dennis brings to Leland years of coin-op experience in various fields--sales, technical, production, quality control, and product design. Dennis was most recently with Romstar and prior to that with Randy Fromm's Arcade School and United Artists Theatre Amusements. Susan Titter has joined The Game Exchange as its sales manager. Susan is a veteran of sales and customer relations. Her goal is to maintain high standards and industry awareness. You can stop by booth 1201 to meet her. U.S. Games has announced the appointment of Bob DaRin to the post of vice president of sales. Bob brings to U.S. Games 18 years of sales experience and will be responsible for establishing new distributor relationships and building operator interest in U.S. Games' new games. Larry Castro has become the new vice president of the consumer products division for Sun Corp. of America's subsidiary, SunSoft. The company produces games for the Nintendo Entertainment System. Larry most recently worked for Tecmo where he established its consumer products division...

..........Many distributors will be hosting open houses shortly after the show. Don't miss the opportunity to meet manufacturer's representatives and see many of the latest games. Here are just a few: C.A. Robinson, Los Angeles on Nov. 20 and San Francisco on Nov. 18; Betson's New Jersey office on Nov. 18, the Syracuse office on Nov. 22; and in New Hyde Park on Dec. 2; New England Coin Op in Norwood, Mass. on Nov. 15; Mountain Coin's Denver office on Nov. 11, Albuquerque on Nov. 10, Salt Lake City on Nov. 12, and Phoenix on Nov. 13; Colorado Game Exchange in Denver on Nov. 13; Mondial's New Jersey office on Nov. 19; Kane Amusement's New Orleans office on Nov. 21; and Phoenix Coin Op on Nov. 19..........

.........On October 9, Dale F. Rodesch filed suit in Chicago against several named companies for alleged copyright infringement of the Quarter Horse Video disc. He is seeking thousands of dollars in damages and injunctive relief..

..........A haunted house--in Virginia Beach?! When Jolly Backer of Data East heard that the host hotel for the Virginia operators show was rumored to be haunted, he couldn't pass up the opportunity to utilize it as a promotion for Data East's new game, *The Real Ghost Busters.* Armed with a game and quite a few volunteers, the group tried to conjure up the ghost of Mr. Dixon. Apparently, attempts went unrewarded. However, I forgot to ask Jolly if he left the game there--just in case Mr. Dixon finally did show up!.

..........Don't miss the latest games: *Rygar, Castlevania,* and *Metroid* from Nintendo for the Play Choice-10, and its new dedicated game *R-Type*; Showcase's *Crown Jewels*, its latest crane offering; Vendor Manufacturing's *Shot Clock*, and *Joker Poker*; Konami's *Blades of Steel*; and Grayhound's four new coin-op games, *The Big Joke, Championship Basketball, Super Spin,* and a new skill crane designed for exterior use. Grayhound has entered into a joint venture with Gamemasters on *Championship Basketball* and *Super Spin* ....

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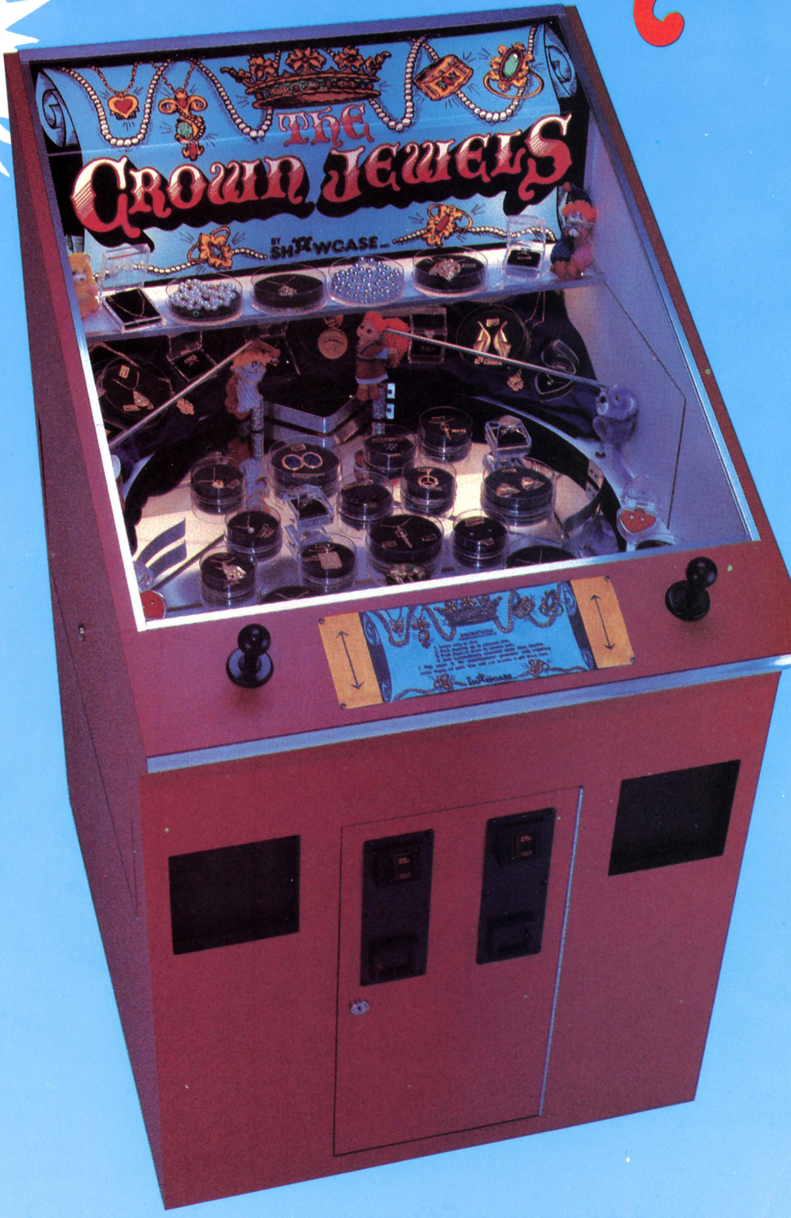

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PLAY·METER

MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 13, NO. 11 CONTENTS NOVEMBER, 1987

FEATURES

PAGE 24

Chicago Shines For Native Son 24

An AMOA issue just would not seem complete without a story about Chicago. Play Meter's own Roger Sharpe, who hails from the windy city, still has an affection for his hometown. Read his story and then make plans to venture out of the hotel to one of the tempting restaurants or exciting nightspots.

PAGE 96

Homeward Bound: Home Video Game Systems Make a Remarkable Come-back 96

Home video systems are finding a new, eager audience. And though some may have tingles of deja vu when thinking about home video, this article takes a serious look at what is really taking place. It's not the same as it was only a few short years ago. The coin-op industry does not seem to be viewing it as a major threat as it once did.

PAGE 110

JAMMA: The More Things Change, The More They Really Stay The Same 110

Pac-Man is getting a second chance to capture players' affections and games, in general, are more innovative, exciting, and advanced than they have been in quite awhile. Those are the findings from David Snook in this comprehensive wrap-up of the JAMMA show held in Tokyo. The coin-op industry got a chance to preview the latest games, most shown for the first time, and you will get a chance to discover the next generation of video games destined to satisfy sophisticated players and operators alike at AMOA. If you miss the show, be sure to read Play Meter's December issue, where we will do an in depth look at the latest offerings.

DEPARTMENTS

LETTERS TO THE EDITOR 10

UP FRONT 14

FROM THE EDITOR 16

COVER STORY 20

COMPANY PROFILES 50 & 82

GUEST COMMENTARY 52

NEWS 53

TEN YEARS AGO 89

ASK THE OPERATOR 108

CERTAIN BURTON 119

FRANK'S CRANKS 120

TAX TIPS 126

PLAYER'S PICKS 128

EXHIBITOR LIST AND MAP 134

NEW PRODUCTS 144

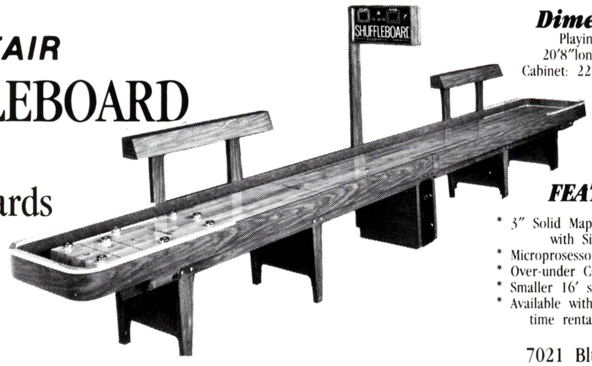
TRADE ACCESSORIES 150

CLASSIFIED ADVERTISING 153

ADVERTISERS INDEX 162

CALENDAR 110

On the cover: If Williams' new game *Big Guns* plays even half as good as the backglass artwork is beautiful--look out for another winner from Williams!.



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New for 1988!

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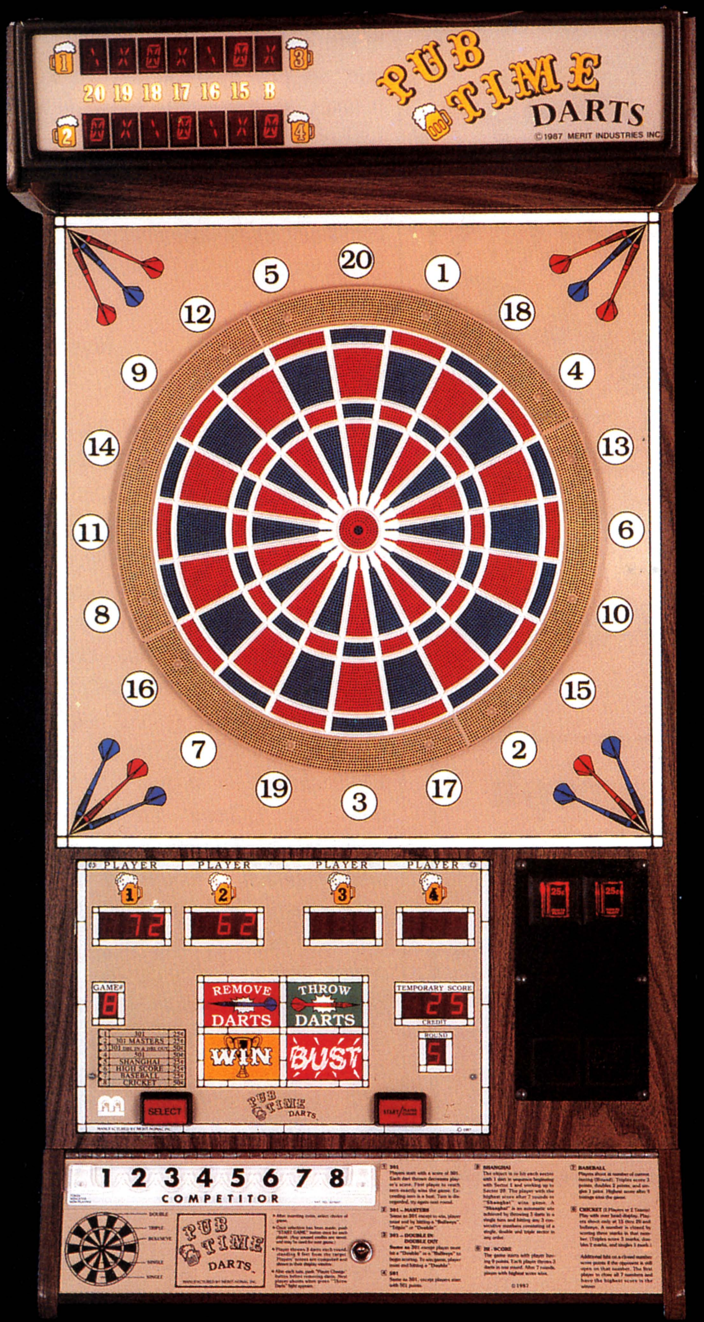
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LETTERS

Wants issues on time!

I have a subscription to your magazine, Play Meter. So far I have received four issues, and they are never on time. This month's issue (September) is 16 days late, so far. I would like to know why it takes you forever to mail the magazine. I also think since I spent $50 on your magazine you should at least have first or second class mail. If the magazine continues to be late, I will withdraw my subscription.

Charles Kalas
Houston, Texas

[Play Meter is mailed on the 15th of the month, not the first, which may have confused some of our readers. As you can see, this issue was actually early. And, it is mailed second class, which according to the post office is very similar to first class. We had some major problems with the magazine after the death of its founder, but we have worked out most of the bugs in our system. Unfortunately, for the September issue the printer had some delays so it was, in fact, several days late. I know our readers find it difficult to understand what a massive undertaking it is to put out a publication each month, but I am proud to say that it is with pleasure that we do it. We enjoy writing about an industry we care so much about. I would like to take this opportunity to personally thank all of our readers that have stood faithfully by us with support and encouragement. It's a joy serving you. --Valerie]

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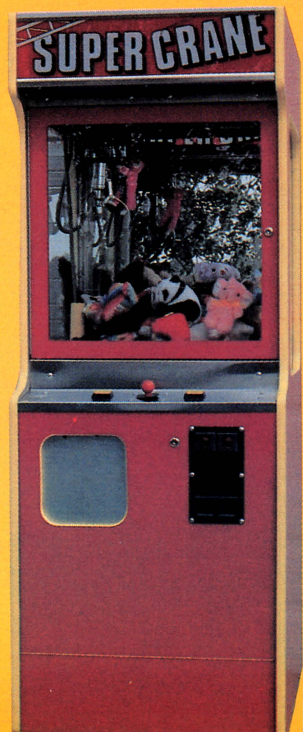
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Since I am the mother of two sons it was inevitable that I would find myself frequenting arcades. I not only frequent them now, I seek them out. When on vacation, I lead the way, before the kids, to the nearest games. I check out all the equipment, see what's the latest, look for the operator's name, count the pieces, and watch players.

Whether at a theme park or walking through an airport, hotel, or shopping mall, I'm tuned into games. While my oldest son searches for *Spy Hunter* (the original), and the younger one looks for cranes, I inspect the equipment and notice the balance or imbalance of games; also the condition. I can tell the sound of a *Skee-Ball* 50 yards away and the hypnotic ring of *Space Harrier* still echoes in my ear from the first ACME Show in Chicago in 1986.

My husband says that if he gave me the money I would fill the house with games. I'd be happy to start with the double garage and work up from there. Under the guise of a game room for my boys, I would fulfill my fantasy of having a mini arcade. It's an addiction, albeit a happy one, to be hooked on games and this business of coin-operated entertainment. It's easy to understand why so many operators, distributors, and manufacturers list family members in business together. The interest in games and excitement generated by them is contagious and can spread from generation to generation.

The single biggest "fix" of the year for those in love with this business is the AMOA Expo. It's also a temperature gauge for the industry and this year the prognosis is very good for the once ailing, now recovering, coin-op world. One indication of positive health is the demand for exhibit space. More exhibit booths have been made available this year than ever before. Every facet of the business will be represented. Expected are more dedicated videos, faster pinball (how fast does it have to be, guys?), an increase in CD jukeboxes, crane manufacturers and plush suppliers in force, dart games with endless possibilities, and a flood of condom vending machines.

There will, of course, be much more on hand, including novelty games, countertops, table games, kiddie rides, and specialty items, among others. Head-scratching seminars are on tap and social events galore are added in for good measure.

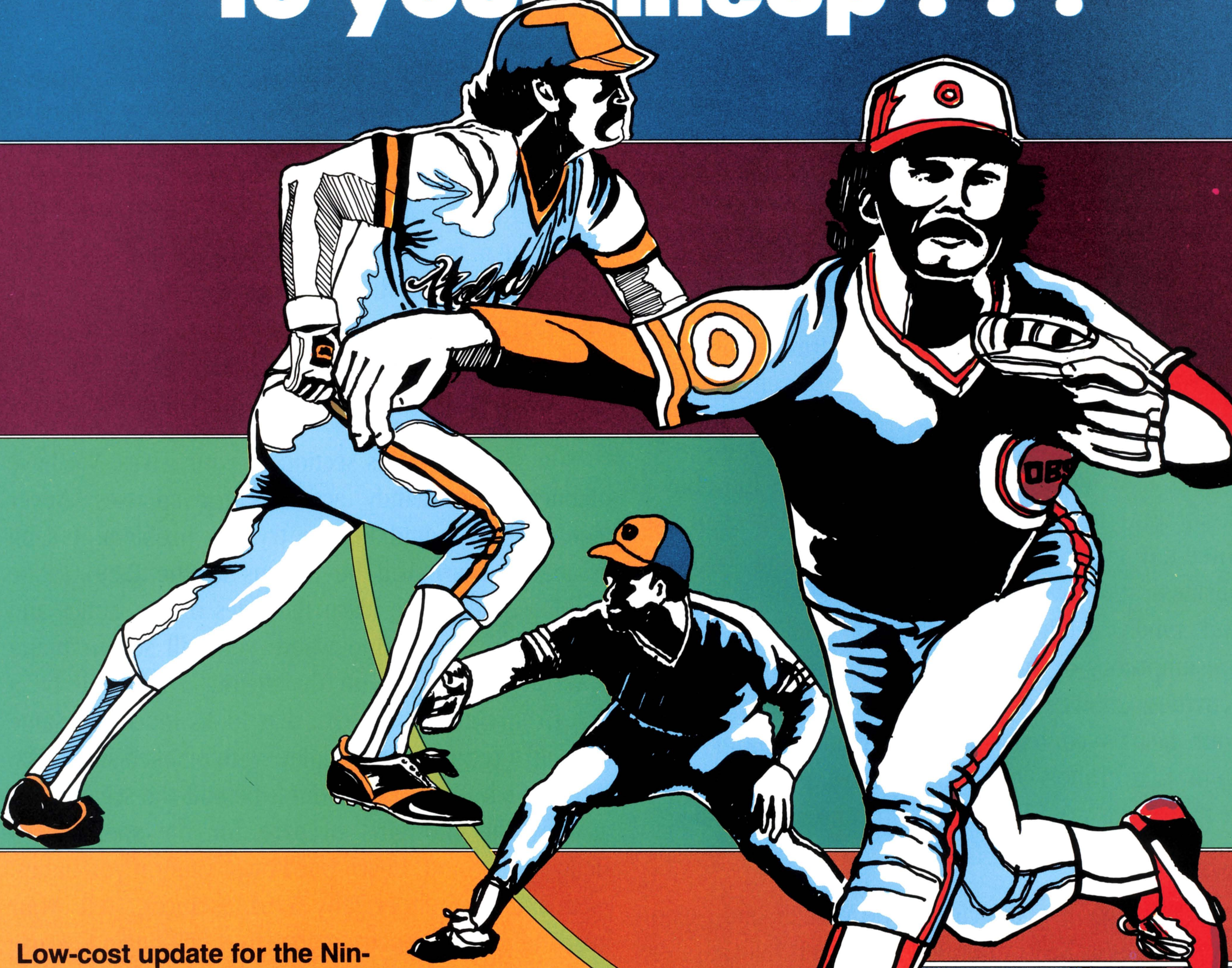
One thing for sure, the AMOA Expo is an excellent opportunity to view innovative product and catch up on the latest technologies. When the power is switched on and all the equipment comes to life, the adrenalin will be flowing and a new year will begin for the industry. It's still November, but the AMOA Expo is always like the kick-off for a new season. Following closely behind are a string of open houses to further showcase new equipment. The "up" mood will carry through from the show well into the Christmas season.

That reminds me of Santa's list for this year. I may not be able to transfer my enthusiasm for the industry into a house full of games; but, I smile slyly as my sons walk around on their knees (literally) begging for a home video system to practice their favorite indoor sport. They don't know it, but Mom wants it just as much as they do. Maybe more.

Bonnie Theard

Bonnie Theard
Managing Editor

Add a "Designated Hitter" to your lineup . . .



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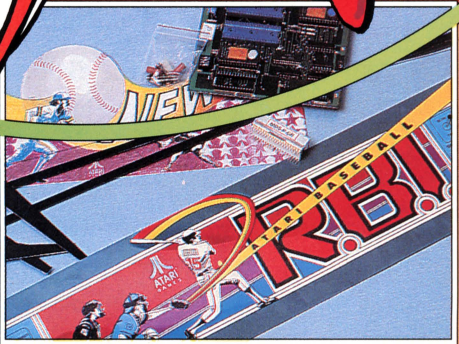

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FROM THE EDITOR

YOU'RE GONNA HAVE FUN IN MARCH!

You may not know it yet, and maybe you haven't even started thinking about springtime, but you are in for a special treat when the American Coin Machine Expo (ACME) converges at Bally's Hotel in Reno on March 11.

ACME, sponsored by Play Meter and the manufacturer's association, AAMA, is ready for its third year. The first year, in Chicago, drew unexpected crowds and last year in New Orleans--well, you had to be there!

And now--Reno! And it's going to be fun. But I don't want to over-emphasize the fun aspect of the three-day event because it will be a prime time for business, too, with a record number of exhibitors and timely seminars. In fact, it would be rather presumptuous of me to think that a city with all-night activities, showgirls, top entertainment, gambling to your heart's content, and less than an hour away from Lake Tahoe, one of the most gorgeous cities in the world, would lure you. Oh, who am I kidding--I know it will!!

AAMA's executive director, David Weaver, and I spent several days in Reno with Judy Novak and Bill Glasgow, who manage the show. We went to meet with the representative from the Bally, which has one of the finest hotel convention facilities in the country, and make some preliminary plans for ACME. Yes, it was a lot of work, but running through my mind while we were there was how appropriate Reno will be for ACME. The Bally is a self-contained montage of casino, lounges, shops (oh, the shops!), restaurants, luxurious rooms and suites, and, if you can fathom this, a bowling alley. But if that isn't enough for you, Reno is chock full of glamorous hotels, more shopping, and my favorite, Harrah's Auto Collection. Then, you can get away from it all by driving up to Lake Tahoe which is breathtaking. Of course, when we drove up there it wasn't ski season but it was beautiful all the same. In March, ski season will be ripe so you can take advantage of being this close to a world-famous ski resort. If you're a skier, I'm sure you can't wait; if you're not, what a great place to give it a try. In fact, Bally's Hotel has agreed to hold the price of the rooms at the low convention rate for anyone wanting to stay over and the Bally has a shuttle service daily to Lake Tahoe. You can go ski all day and come back to Reno that night.

Now guys, give this section to your wives. We have planned some dandy activities for spouses. Never gambled but would like to try; no problem. It's all arranged. There will be lessons at the Reno/Tahoe Gaming Academy to learn the rules of the games and then a trip to a casino where you will see firsthand how they keep tabs on the action. There will be a trip to Virginia City, a city that looks much the same as it did a century ago complete with planked sidewalks. But that's not all--how about a behind-the-scenes look at how the showgirls prepare for the spotlight of Hello, Hollywood, Hello. But I must caution you ladies, *please* don't, under any circumstances, tell your husbands where you are going--they will find an excuse to go! There will also be a trip to Lake Tahoe, where you can have lunch, maybe do some shopping (twist my arm!) and perhaps ride around the lake on a boat.

I guess it's pretty obvious that I'm excited about having ACME in Reno and if I don't see you there, you better have a darn good excuse. Yep, it's going to be one heck of a show for one heck of an industry!

Valerie Cognevich

Valerie Cognevich
Editor

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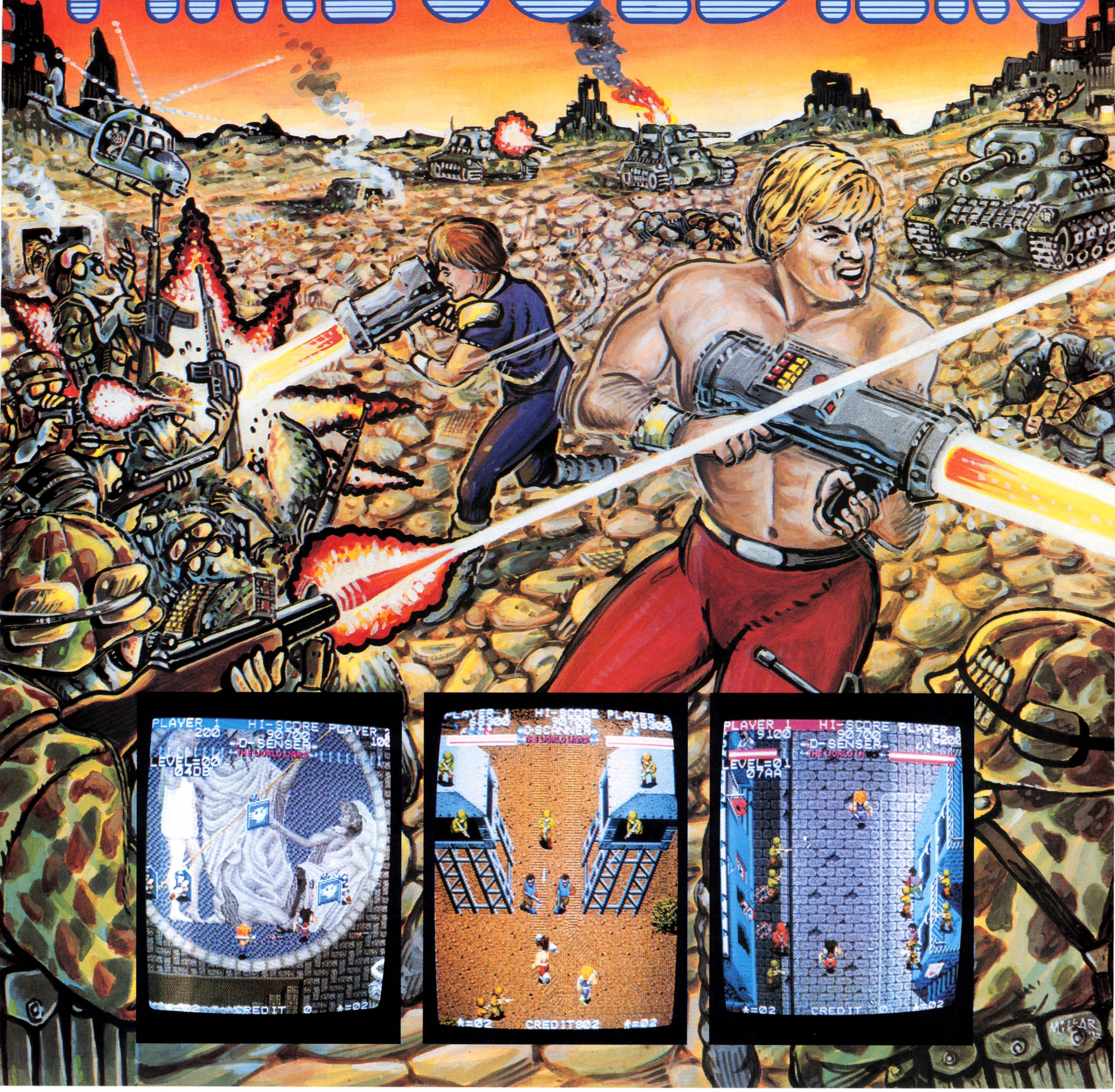
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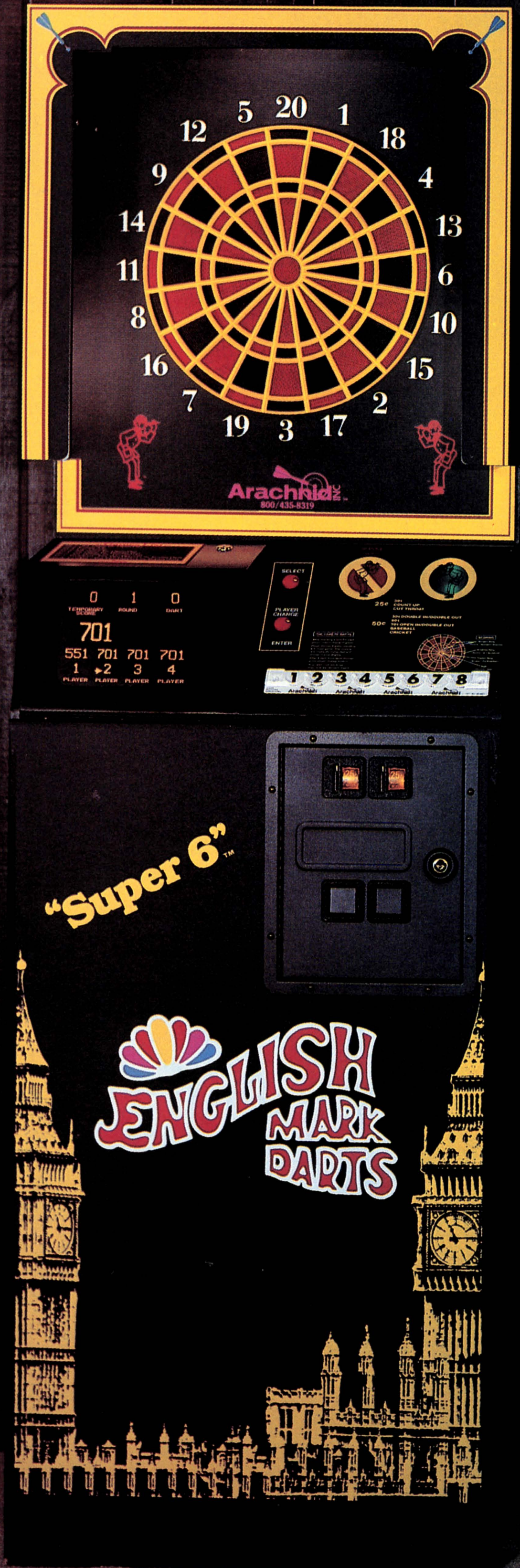
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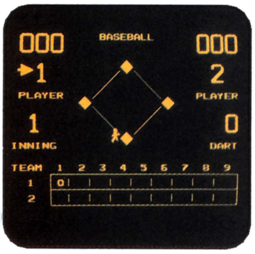

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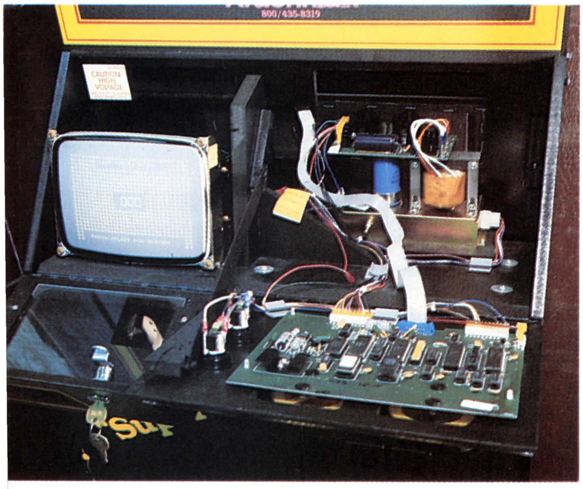

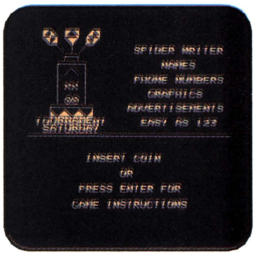

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COVER STORY

An inspiration of dedication

It was 1942 when a young man named Harry Williams started a company that still bears his name nearly half a century later. Williams had parted ways with partner Lyn Durant and struck out on his own naming his new venture Williams Manufacturing Co. It was a slight misnomer at the time because it was wartime and there were serious restrictions on materials the company could buy. In fact, what Williams actually did was *re*-manufacture used pinball machines since the games were in demand, and did war work when needed.

Finally in 1946 Williams Manufacturing presented its first new game called *Suspense*. It was about this time that another legend in pinball history, Sam Stern, became Harry Williams' partner. Stern bought out Harry Williams in 1959, sold it to Seeburg in 1964 (Seeburg changed the name to Williams Electronics), and remained its president until 1969.

The company changed hands several more times, added more subsidiaries, but never lost the core of its success--dedication, commitment, and belief in the coin-op industry.

Williams rode the wave of success and hit bottom with the rest of a disillusioned industry. However, Neil Nicastro, vice president and treasurer of WMS, stressed that Williams never gave up on the industry. "When the industry began collapsing, we knew it was a phenomenon of that time. We had ridden the wave of success, but we knew that the locations would not disappear and eventually the equipment out there would have to be replaced. We also firmly believed that pinball was and would continue to be an integral part of the industry. Some said that pins were gone and video was the industry but that didn't make sense to us and we stuck by our beliefs."

Ken Fedesna, vice president engineering.

From left, general manager, Larry Thrasher; final tester, Maricus Ferguson; and John Straebehl, vice president manufacturing.

And sticking by those beliefs may have seemed reckless; dedicating money and time to an industry many had given up on. And it wasn't easy. "The community had written off the business when video died. But our beliefs never wavered," added Nicastro.

Williams, of course, now has the lion's share of the pinball business and Nicastro credits it to a belief in the industry. Those beliefs and dedication were proven in October of 1984 when it stunned the industry with *Space Shuttle* at AMOA. Kits and conversions were the rage then and while others struggled to compete there, Williams was quietly but methodically planning its triumphant return to the pinball arena. What a spectacular return it was, too. No one could even remember when the "hit of the show" had been a pinball, certainly not since the advent of video.

But even with the phenomenal success of *Space Shuttle*, Williams didn't sit back and relax. Soon it was wowing the industry with games like *Sorcerer*, *Comet*, and, of course, *High Speed*, which was the "hit of the ACME show" in 1985. At AMOA last year, Williams again created a sensation with *F-14 Tomcat*. And, of course, you can see the latest sensation *Big Guns* at the Williams booth.

Where will it end? It won't according to Nicastro. "Our goal is to grow and expand. This year we will be getting back into video. We have collected back a team that helped make us successful in the past," he said.

Several years ago Williams' vice president of sales stated, "We didn't have the first pin and we didn't have the first video but when we come we come with the best." That philosophy continues to hold true.

During its early days and continuing today, Williams was first with a myriad of pinball innovations. The list is actually too lengthy to mention every one of them but here are some examples: In 1954 *Big Ben* was the first pin with a midget playfield on the larger one; *Gusher*, in 1958, featured the first-ever disappearing jet bumper; *Magic Clock*, in 1960, was the first pinball with a moving target; also in 1960 Williams built *Nags*, the only flipper ever built with six rotating jet bumpers; in 1962 *Vagabond* was the first flipper with drop targets and *Four Roses* became the first game to feature four rotating targets; in 1963 *Beat the Clock* became the industry's first game with two balls in play at the same time; in 1968 Williams introduced on *Hayburners II* the large flippers still used on most flippers today; *World Cup* was the industry's first dual electronics sound system and *Disco Fever* featured the industry's first two-way synchronized sound system and banana-shaped flippers in 1978; in 1979 *Gorgar* became the first talking pinball and *Flash* broke all production records; and in 1985 *Comet* offered the first opportunity for players to score a million points with a single shot.

In 1980 Williams' *Black Knight* received Play Meter's annual awards for highest earning pinball and best new play

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feature on a pinball machine. *Defender* won AMOA's Video Game of the Year award.

Joe Gilbert, director of sales, surrounded by (from left) Shirley Vega, administrative assistant; Lesley Ross, sales manager; and Bridgett Ayling, sales secretary.

Williams Electronic Games is now a subsidiary of WMS, a name that company officials felt more aptly reflected added ventures, including hotels and casinos. Nicastro explained: "Since we are a public company the name Williams Electronics did not reflect our true image. People tended to think of us as only an electronics company."

Designer Steve Kordek, manager of game design has seen Williams evolve. He started with the company in 1960 and still remembers the first games he worked on. *Space Mission* broke all sales records and *Grand Prix* had the second highest sales. Kordek once said in a 1977 Play Meter article that what makes a game tough is the degree of skill verses luck. "The games 10 years ago had a 50/50 luck/skill ratio," he explained of the mid-60s games. "Games today are maybe 70 to 80 percent skill," he added on the games of 1977.

Play Meter asked him about today's games. "As the decades went by we added more skill and we are now trying to keep the games at about 75 percent skill. You can't have it much more or you lose the casual player." Kordek went on to explain that the addition of flippers to pinballs in 1947 completely changed views on pinball. "It was 90 percent chance before flippers. It was very difficult to pass legislation. But with the first flippers there was 40 percent skill."

And how about Kordek's view of the pinballs today? "The games today are more exciting, more challenging, and more sophisticated. There are more opportunities for the players. Also, the designers are building in better sound effects and background music."

Williams creates its own music. Noted Kordek, "If we need some banjo music, we get someone who can play the banjo and we record the music--it's all original."

Kordek, Nicastro, and other Williams employees are all very modest. When Kordek mentions the design team, he beams with pleasure at the talent. "The engineers here are tops. They sure know

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From left, game designer, Pat Lawler; co-manager software design, Bill Pfuyzenreuter; game designer, Mark Richie; manager game design, Steve Kordek; and game designer, Larry DeMor.

what they are doing and they must be doing something right. The engineers are all very dedicated." Both emphasized that the whole team is important. "When a game is popular, one designer is usually singled out but it's like a movie production--everyone is important," stresses Kordek.

Nicastro, whose father is WMS's chairman of the board, agrees, "Please don't single out certain people at the company because they are all vital to the effort and to the results."

With feelings like this, with the talent, and the support from customers, Williams seems destined to be as vital a force in coin-op's future as it has been in its history.

From left, technician Herb Vher and Dick Valosek, *Gold Mine* engineer.

From left, *Big Guns* artist Python Angelo and Mark Richie, *Big Guns* designer.

FEATURE

CHICAGO SHINES FOR NATIVE SON

by Roger Sharpe

Anyway you slice it, Chicago is an incredible place. Take it from a native son who still loves his home town and its enduring charm, captivating people, and high energy excitement for the young and young at heart. Interestingly, as the industry gets ready to celebrate it's 38th AMOA Exposition, so too is Chicago in the midst of a milestone of its own. 1987 marks the 150th birthday of the place that Poet Carl Sandberg once called the "City of the Big Shoulders." Undoubtedly, fur trader Jean Baptiste Point du Sable could never have imagined what he was starting when he became Chicago's first known settler back in 1779. With the proximity of Lake Michigan and the Chicago River, it didn't take the city long to attract more people so that by 1837, the year Chicago officially became a city, the population had reached to more than 4,000 people.

Chicago boomed as a major agricultural center with a transportation system that fed the country lumber and grain. But maybe of more importance was the city's leadership role in the meat packing industry. Much of this progress, however, was to dramatically change in the fall of 1871 when a small fire quickly spread and destroyed a city of wooden buildings.

Amazingly enough, the Great Chicago Fire actually proved to be a turning point for the city and led to a whole new beginning for Chicago as the world leader of modern architecture. It was a time for young, talented architects and designers to try out new ideas and concepts in building construction. The result was the very first skyscrapers and a rapidly expanding economy and population base as Chicago rocketed into the twentieth century.

Today, the Windy City offers an abundance of sights, sounds, memorable experiences and, of course, a rich legacy in terms of the coin-machine industry. Despite full days spent on the exhibit floor and visiting the various hospitality suites and other activities which are always so much a part of any AMOA, you might want to partake of some of Chicago's riches in entertainment, fine dining and the arts. Probably one of the most important topics for discussion concerns food. After so many hours on the show floor, it's difficult not to work up an appetite.

Before I highlight some of the top restaurants that can be found around the general show area, there are a couple of places that are personal favorites of mine which I highly recommend. First and foremost is **Pizzeria Uno** or **Due** which are located a block from each other on East Ohio Street and North Wabash Ave. This is the home of Chicago's famed deep dish pizza and if you've never had to eat pizza with a knife and fork, you have an experience awaiting that I promise is going to be memorable. Call ahead to place your order so that the food, and a table, are waiting for you by the time you arrive. You could actually walk from the hotel, but a taxi ride - even with some traffic - shouldn't take more than fifteen minutes. Another sentimental favorite is **Kon Tiki Ports** in the Sheraton Hotel on Michigan Ave. just south of the Tribune Building. The Polynesian food is great and so is the expansive menu, not to mention an incredible array of fancy drinks in coconut shells, with umbrellas and all the trimmings. Following are some other establishments that should more than satisfy even the most discriminating gastronomist.

Arnie's, on North State Street in a Chicago landmark location, features Continental cuisine that includes everything from Pasta Primavera to Rack of Lamb. The Sunday Brunch Buffet, by the way, was voted the best in the city by the Chicago Tribune and in the evening there's music and dancing to help work off some delicious culinary creations.

Biggs, on North Dearborn, is an elegant eatery in a century old Victorian mansion. It too has been rated as one of Chicago's best restaurants due to an ambiance of intimate private rooms, complete with marble fireplaces and handcarved mantles, but most importantly for the food. If you're looking for Beef Wellington, roast rack of lamb, roast duckling, poached salmon, quail, and other special selections. than you might be ready for the "bigg" time.

Binyon's, at Plymouth Court in the heart of the city's theatrical district, has been serving up classic American food for over 30 years. Specialities include turtle soup, delectable prime ribs, steaks and chops, fresh fish and seafood, and daily items lavishly prepared.

The Chestnut Street Grill, on the mezzanine level of Water Tower Place on North Michigan Ave., is the place to go if your tastes run to fresh fish. The seafood is charcoal grilled over hardwood coals and you can wash it all down with one of over 70 fine wines from the restaurant's extensive list.

Ciel Bleu, on Lake Shore Drive in the Mayfair Regent Hotel, has a very special, romantic setting with an incredible view overlooking Lake Michigan and the glitter of Chicago's Gold Coast architecture. The French cuisine is elegant and sensibly prepared whether it's for breakfast, lunch, dinner, or Sunday brunch.

Don Roth's River Plaza, at North Wabash.The name Don Roth has long been a fixture of the Second City and this relatively recent setting has expanded the bill of fare to include Cajun and Creole creations such as Blackened Sirloin Steak and Pasta Jambalaya. But if you're looking for more traditional dining, you can't go wrong with the prime rib, scrod, or any other fresh fish offerings.

Eli's The Place For Steak, located up Michigan Ave. near the Water Tower on East Chicago Avenue. Intimate and plush Eli's is renown for steak, prime ribs, barbecued back ribs, and a very mouth-watering cheesecake. And to round it all out, there's a piano bar serving up some "mood" magic.

L'Escargot on Michigan, North Michigan Ave. in the Allerton Hotel that for years was home to Don MacNeil's radio show "breakfast club". But now there's truly award winning cuisine that has been acclaimed far and wide and for good reason. There's fresh fish, authentic cassoulet and Burgundy snails, selections of beef and veal dishes and much, much more that is amply topped off with an exceptional wine list and incredible desserts that are definitely not for the faint of heart.

Golden Ox Restaurant, located on North Clybourn, is Chicago's oldest and finest German restaurant with old world charm and entertainment to match. There's steaks and chops, but indulge yourself with some German specialties such as wiener schnitzel, crisp young roast duckling, fresh potato pancakes and, of course, homemade strudel.

House of Hunan - on North Michigan Ave. Nowhere else in Chicago will you find such an abundant array of delicacies of the ancient art of Hunan, Szechwan, and Mandarin cuisines. Just think about shrimp with pin nuts, Empress chicken, smoked pork, spicy beef with scallops, Mandarin lamb and much more than one might imagine.

La Strada Ristorante, walking distance on Michigan Ave. at Randolph Street, a place for lovers of authentic Italian cuisine. La Strada features all of Italy's most famous regions whether it's veal, beef, chicken, fish, or pasta and an impressive wine list numbering more than 200 from around the world.

Randall's, at the corner of Wabash and Superior, serving up some of Chicago's best barbeque ribs as well as a wealth of barbequed, smoked and charcoal-grilled specialties that will fill up even the most hearty of eaters. There's even a carry-out and delivery service if you have the urge to indulge without traveling for it.

That Steak Joynt, located at North Wells Street in the singles district, is a place, **the** place for folks who like steak and wine. In fact, That Steak Joynt was voted one of the top 15 steak houses in the entire U.S. by Food and Wine Magazine.

And this is only a sampling of what you can find within the downtown area when the urge strikes to savor some delectable sensations that the locals have known about for years. Chicago is home to almost any and every cuisine no matter what your taste might be. So enjoy and bon appetite!

Once you've had your fill of food, or before, to build up to some fine dining, there are a number of evening escapes that should more than complement a rough day of coin-op playing, negotiating and general smoozing. So take heart from this brief wrap up of Windy City nightlife that is sure to please.

Blues Clubs

Blue Chicago is one of the city's most comfortable blues bars, showcasing the finest players from its North State Street location.

B.L.U.E.S. is the kind of place where you might not be able to find a seat at the long, narrow bar on the weekends because of the crowds. And rightfully so since it features the best in live Chicago blues every night starting at around 9 P.M. at this North Halsted Street hot spot.

Kingston Mines, also at North Halsted, is a sight to behold, not just because you get to partake some of the top local blues acts until well into the early morning hours, but because the place has two full stages, so when one band goes on break, you can step into the next room and pick up where you left off with continuous blues.

Wise Fools Pub is the heart of Lincoln Park on North Lincoln Ave. This is considered by many to be Chicago's top blues club with some of the biggest names in the business appearing regularly.

Cabarets

Boombala on North Lincoln Avenue is one of Chicago's most recent additions offering an exciting mixture of cabaret and restaurant, while being home to the comedy-singing trio "Good Company".

CrossCurrents is a place where you have to travel further up north to North Wilton Ave. (about 3000 North Lake Shore Drive), but the trip might well be worth it to view one of the most progressive night spots in town. CrossCurrents

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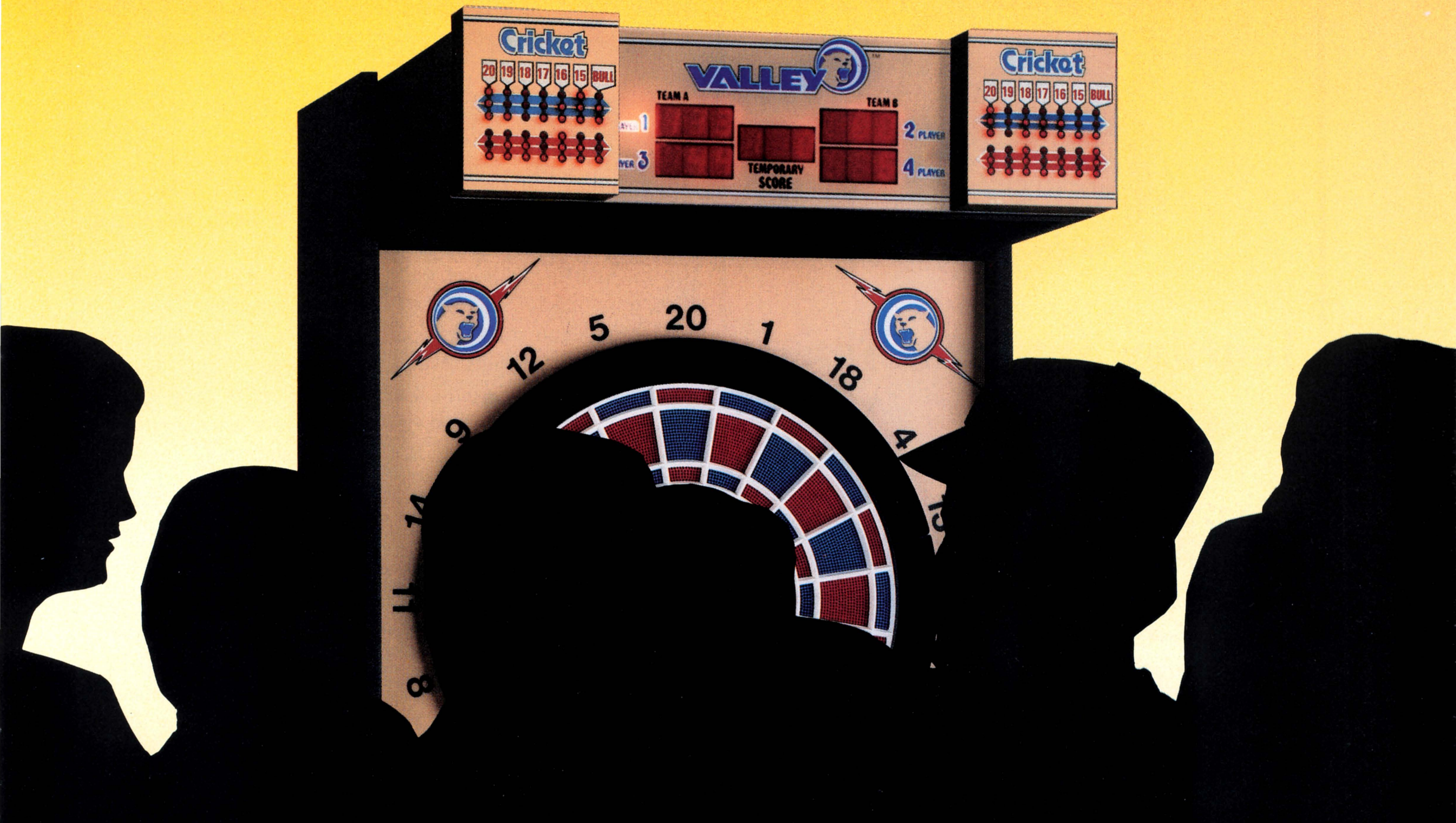
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Jazz Clubs

Andy's is located on East Hubbard Street and is an institution for Chicago's jazz enthusiasts with some of the city's hottest musicians playing sets at lunch and during happy hour.

The Backroom on North Rush is probably the most relaxing place for some of Chicago's finest jazz musicians.

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Cotton Club on South Michigan Ave. is a taste of the Roaring Twenties with an art deco motif and a tuxedo-clad staff that only adds to the atmosphere and fine live jazz entertainment.

Comedy Clubs

Many consider the city of Chicago to be the mecca for comedy and with good reason given some of the stellar performers who began in the Second City. In fact, **Second City** on North Wells is still the premier showplace for revues and improv work, with many other establishments also joining the ranks of the not-to-be-missed. These include **Comedy Land** on North Lincoln, **Byfield's** on North State Street, and **Zanies** on North Wells. For fun and laughter, there's more than enough to be savored in the Windy City.

But maybe what it all boils down to is a visit to the singles's scene that is so much a part of the Rush Street area just north of the loop. Although, there are favorites for everyone, young and old; some establishments have become acclaimed institutions over the years if you want to saunter up to the bar and get in on the local action.

Butch McGuire's on West Division remains one of the area's most popular drinking and meeting places with a reputation that spans the birth of the Harvey Wallbanger to the birth of many one-night stands. **Mother's**, also on Division, features an enormous dance floor that mixes music videos with a diverse crowd that swells on the weekends. **Oliver's** is in the suburbs, three locations in fact, and offers DJ and light shows, along with some of the best sound systems and clientele around - especially if you have wheels for your visit to the city.

P.S.Chicago on Division is one of several fast-paced bars lining the Rush Street area. There's dancing and more every evening, including **attitude adjustment hour** from 4 to 8 PM. (What could be better after a long day of pinball, video, skee-balls, shuffle alleys, jukeboxes, arcade equipment, diggers, cranes, kiddie rides and all the rest?) **She-Nannigan's** on

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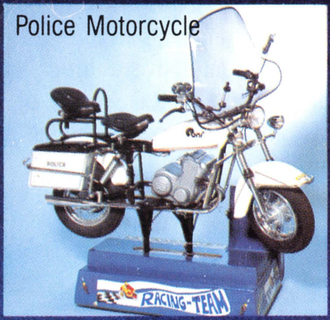
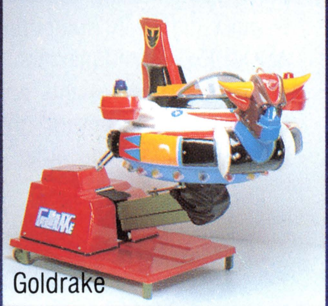
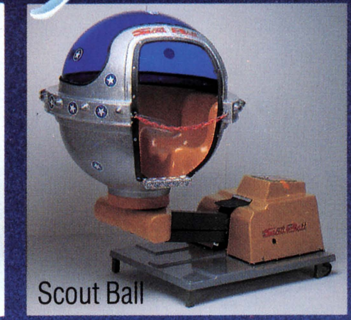
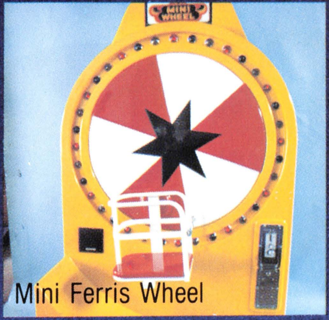

Police Motorcycle


Goldrake


Scout Ball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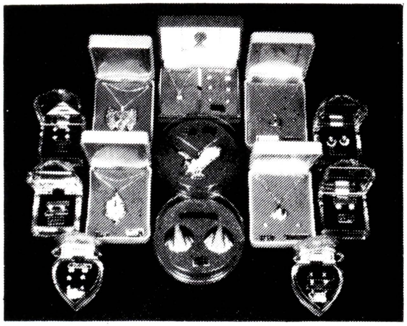

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And so it goes with Chicago. There's architecture, some of the best in the world, modern sculpture, museums, theater and more culture than you could take in a day or two, but there is most definitely something for everyone well within reach of AMOA Expo headquarters. So get out and live a little. Enjoy some of the city sights and attractions and take some of the edge off of an event that is always taxing, draining, and uplifting all at the same time.

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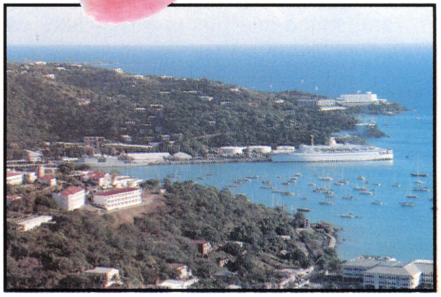

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3. Winners will receive round-trip coach airfare from winner's closest major airport, lodging based on one room/double occupancy. Meals are not included. Expenses outside of prize provision and risks of travel are winners' and guests' responsibility. All trips must be completed by December 1, 1988. Space availability and certain date restrictions apply. Limit one winner per family. All prizes are nontransferable and no cash alternative or prize substitution is offered. Travel arrangements will be made by P.M.I. Wholesale Toy Division sixty days prior to the date of departure.
4. Winners are responsible for all applicable taxes. All federal, state and local laws apply.
5. Sweepstakes is open to continental U.S. and Puerto Rico residents, 18 years of age or older. Employees or families of P.M.I. Wholesale Toy Division its subsidiaries and affiliates, are not eligible to participate.

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"Just In Time"

Rowe enticed its distributors to the beautiful Camelback Inn Resort in Phoenix to see its new R-92 phonograph, said by Rowe president Gil King to have been designed by distributors.

So how did these pseudo-designers do? Fantastic, beautiful, great, were descriptions heard at the meeting. The R-92 is available in four variations: phono only, video, a phono/CD combo, and CD only. But not only is the company offering a sound investment, it is offering it with other improvements made at Rowe in the last several years: service and parts improvements, competitive pricing, improved delivery, better margins, more marketing assistance, and less concern over bootlegging.

Just In Time (JIT) is the buzz word Rowe uses to describe its manufacturing philosophy. Rowe president Gil King explains, "The concept of manufacturing is a total reversal of the American way over the past few decades. In the past companies made huge lots, creating lots of inventory, because of tooling time. We have a new concept now because there is less tooling time. We have smaller production runs of individual items. Mistakes can be found quicker. There is less inventory. It all translates into more profits. There is better quality because there are fewer mistakes in manufacturing." He added that although Rowe is spending more to bring the new system out, it is also saving a lot of money.

In his speech to distributors Ted Lloyd thanked Seeburg for "waking Rowe up. The CD is here to stay," he assured distributors. "There were 400 million CDs sold last year and the selection is out of this world. This is a new mode of music and sound and this is what makes cashboxes increase." He went on to say that CDs would change pricing. "There are still about 38 percent of the boxes on two-for-25 cents. Pricing will have to go four-for-a-dollar."

Rowe also announced that it is seriously cracking down on product sold outside of the distributor's territory. "In the past we had a problem with product going across distributor territory lines. The new contract will have a clause stating that a distributor who sells out of his territory must pay 10 1/2 percent to Rowe, who in turn will pass that on to the distributor into whose territory the box was sold. In addition, the sale will be credited to the distributor in whose territory the box was sold," explained Jerry Gordon.

With Rowe's 100 years experience, there was a natural concern about newcomers entering the compact disc market with inferior product. Figuring it had about 75 percent of the jukebox business Lloyd stated, "There could be serious problems in the future because anybody can buy a CD player and stick it in a box and be in business." But the customer must beware--service, parts, and backup can make a big difference.

Distributors enjoy a lavish cocktail party held outdoors.

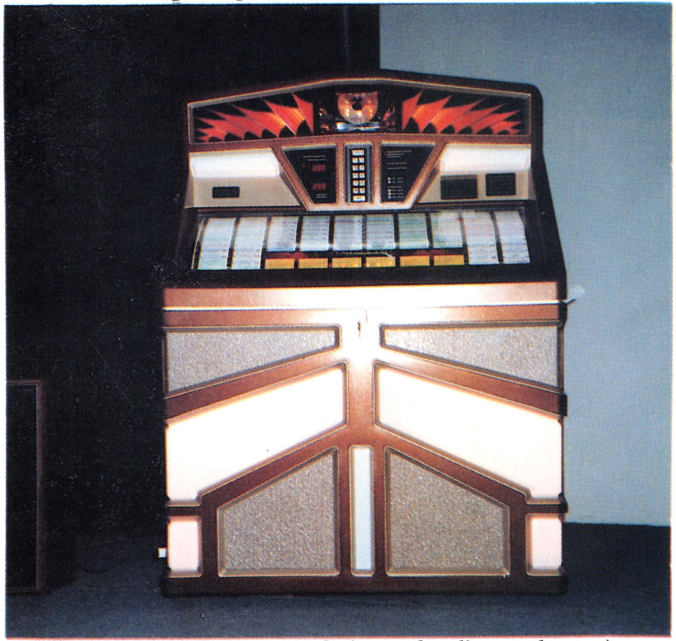
From left, Rowe's Michael and Karen Reinert, and Joel and Marilyn Friedman.

The crowd takes a coffee break.

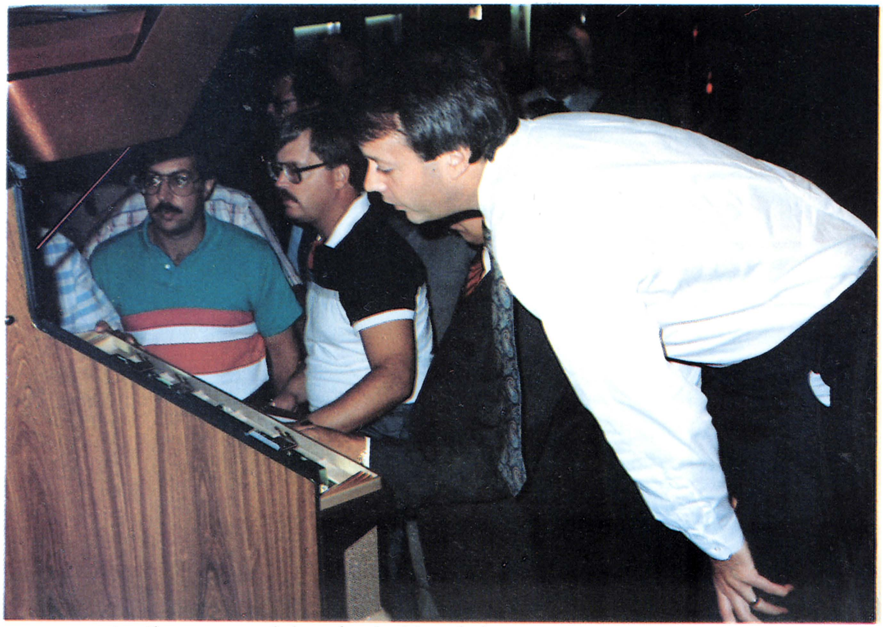
Rowe's Gil King and Jerry Gordon work even during the coffee break.

Lou Singer (right), chats with Rowe's Ted Lloyd.

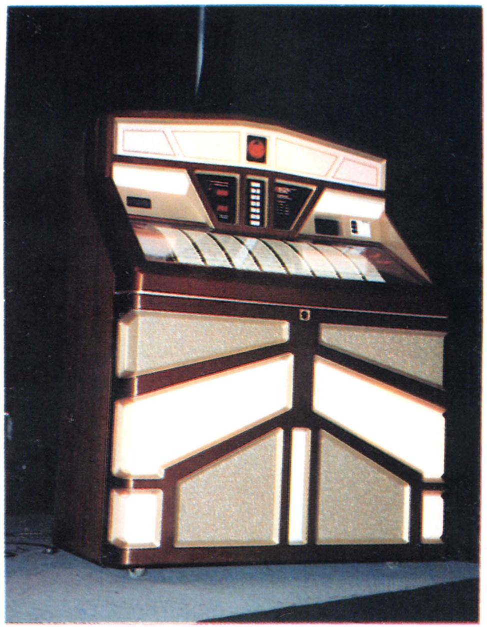
From left, Mrs. and Mr. Jerry Gordon with Betty Estey.



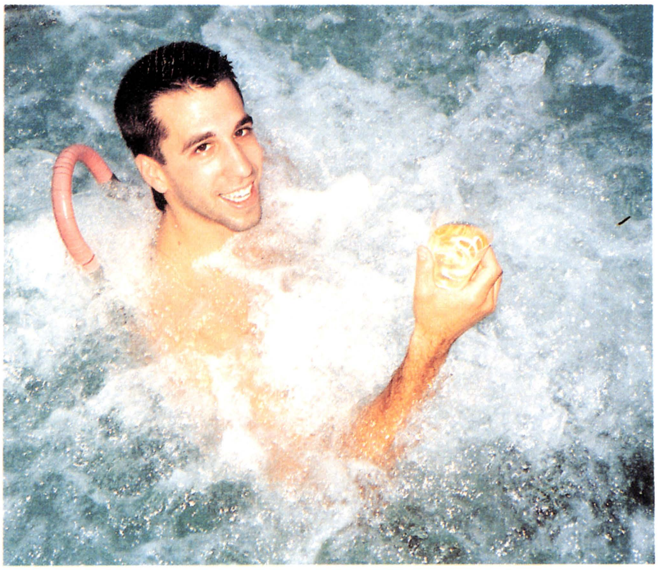
The new R-92 CD phonograph (note the disc at the top).



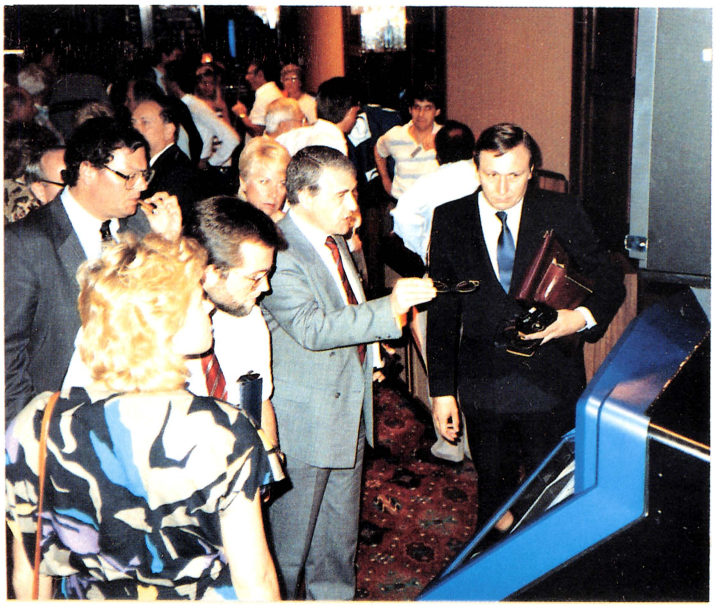
Distributors scrutinize the inside of the new phonograph.



Here's the R-92 in the regular version.



"Now, this is what I call work!" exclaims Matt Tarantelli.



Distributors examine the video jukebox.

Jerry Gordon (far left) explains the new R-92.

From left, Craig and Betty Estey of Coin Machine Inc. and Frank and Kris Gumma of American Vending Sales.

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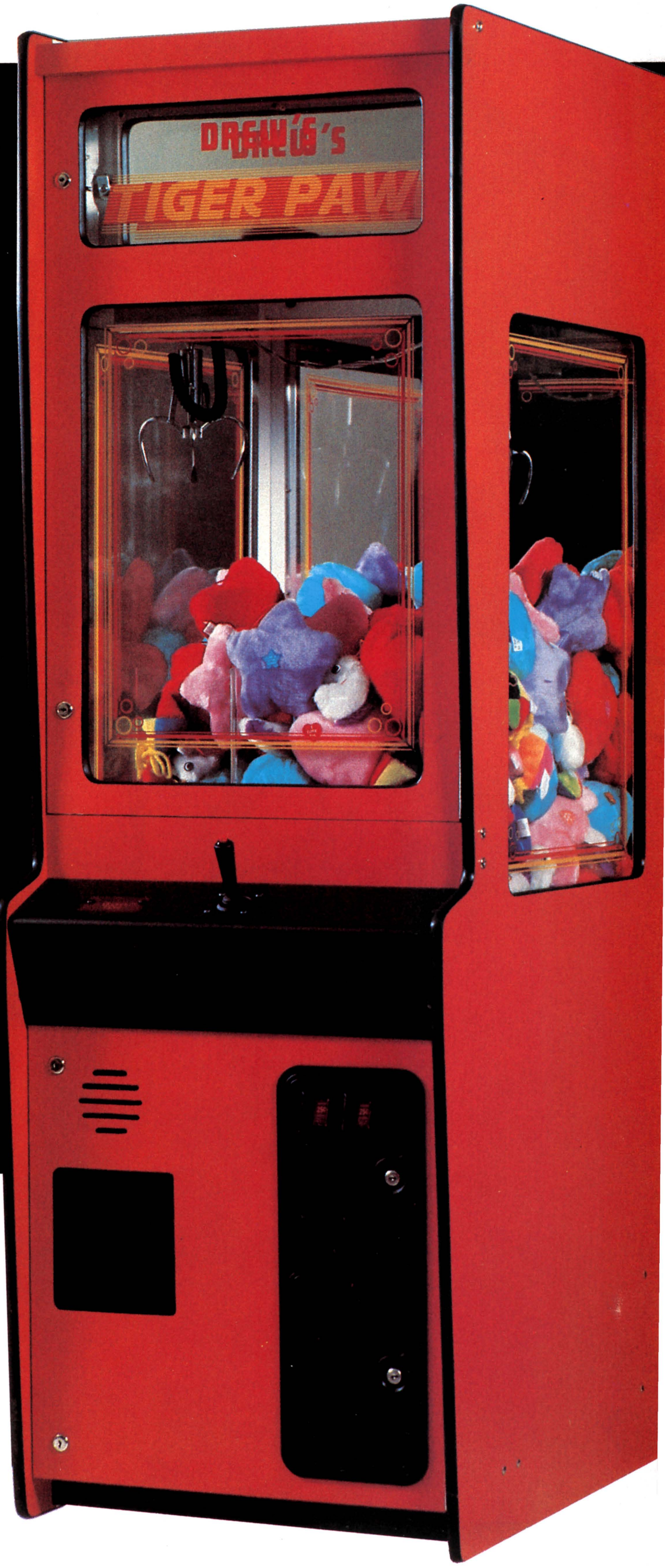

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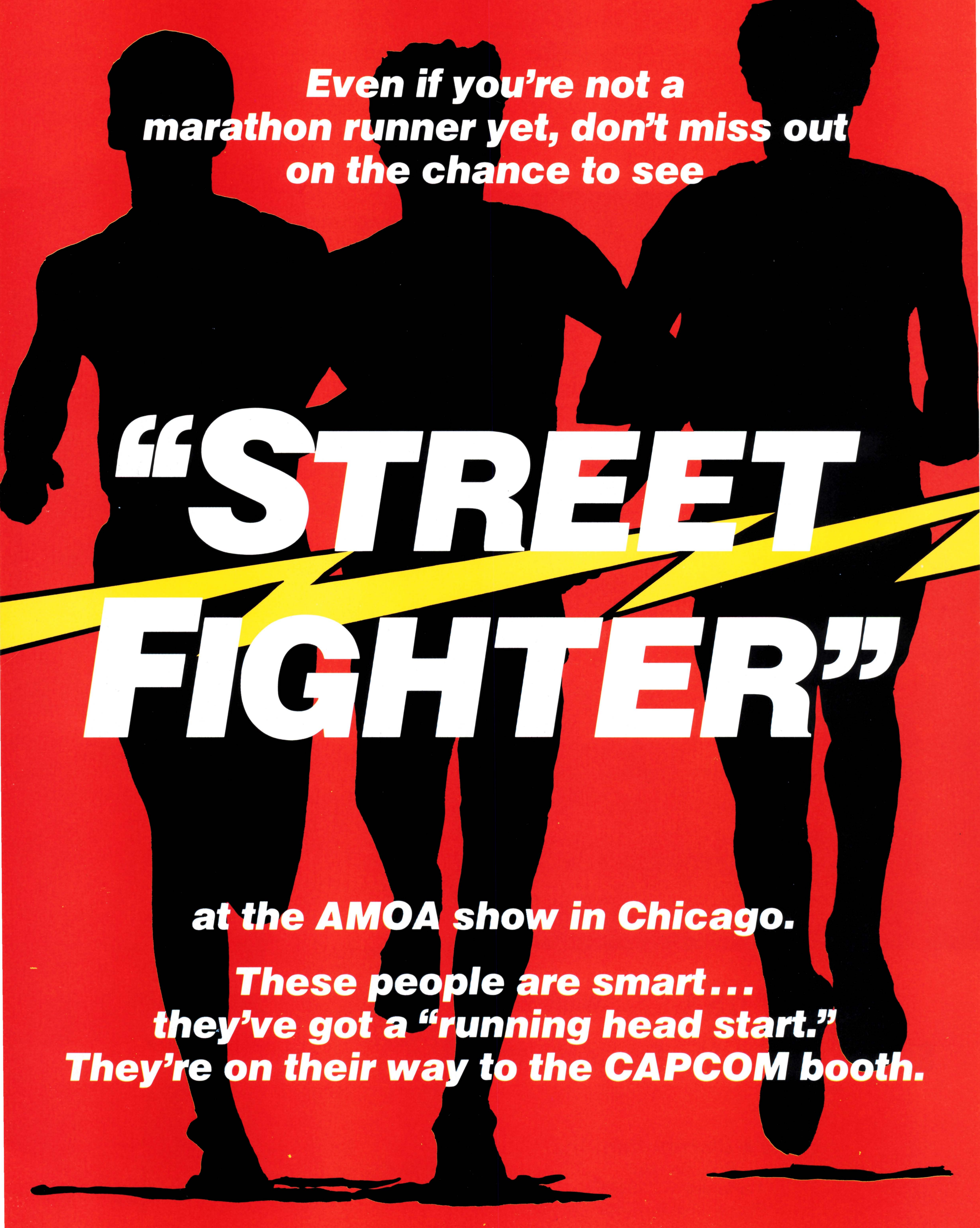

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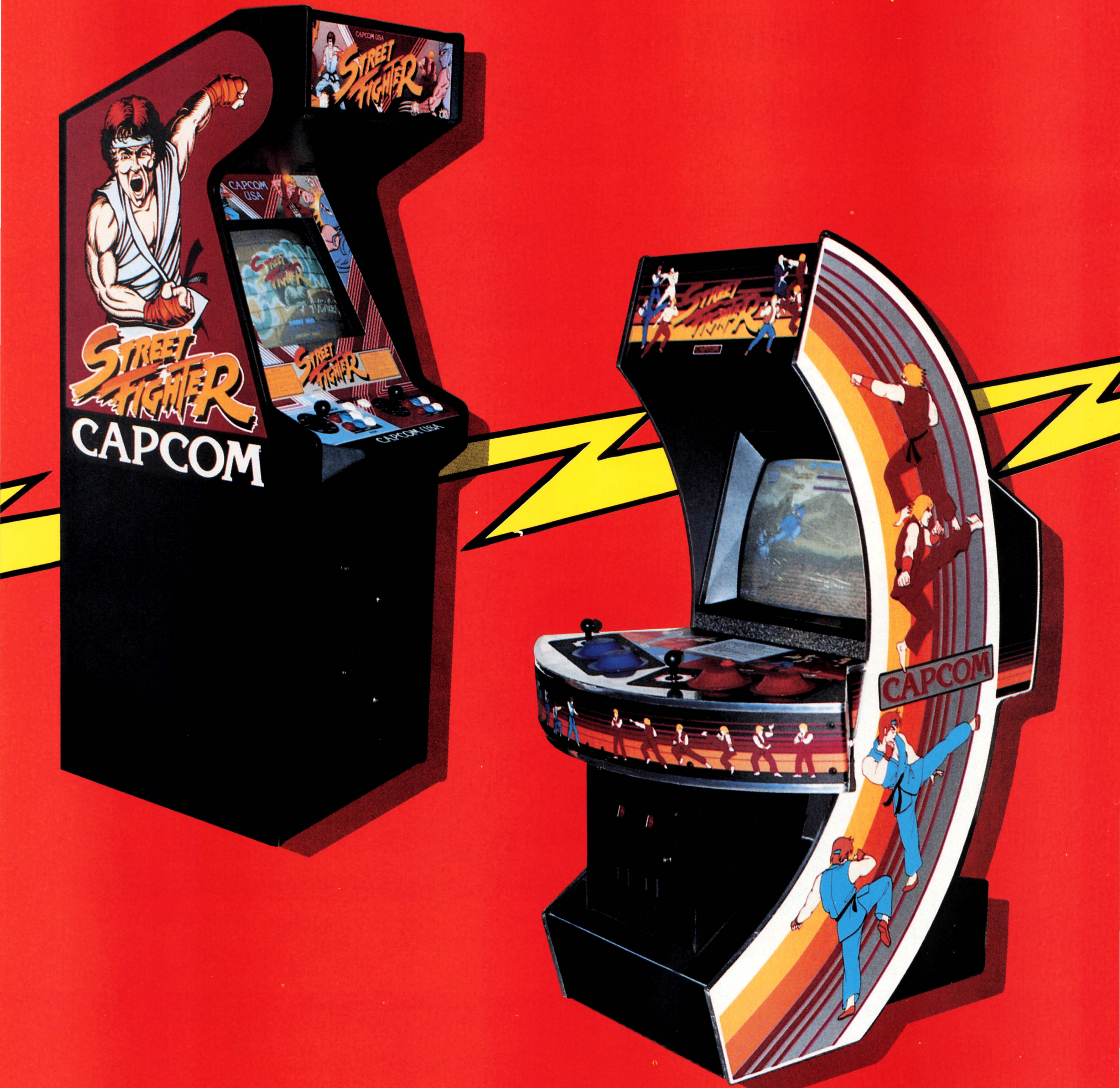
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SEGA ADDS ANOTHER HIT TO ITS GAME ROSTER

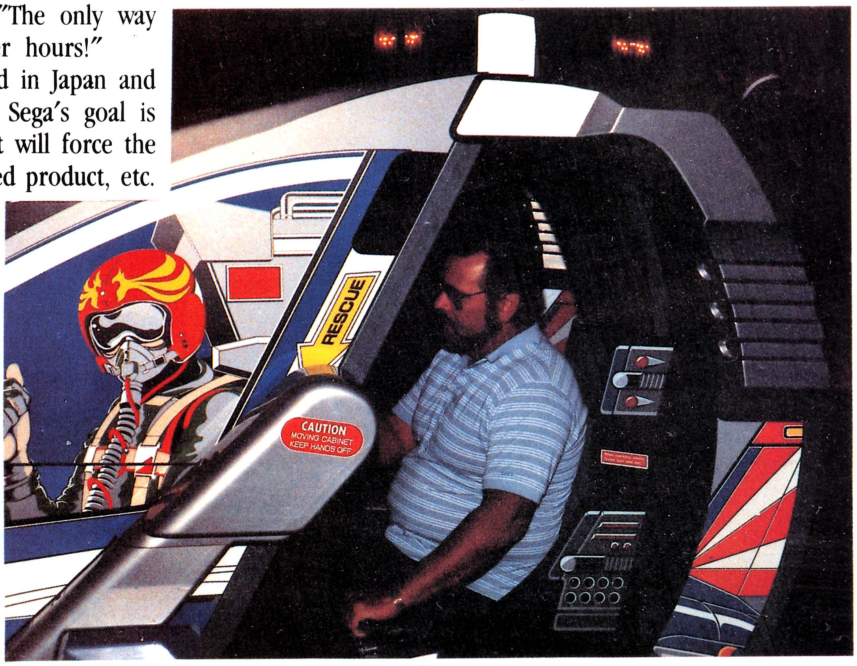
No doubt about it, it looks like Sega has added another unique game to its line-up of hit games that caused the industry to once again take dedicated games seriously. At its mid-September distributor meeting, Sega proudly presented *After Burner* in simulator and upright formats. Sega's senior vice president, Tom Petit, said he was at a loss of words to describe the game. "It is revolutionary and on the leading edge of technology. The game is very emotional to play," Petit said.

After Burner is not your typical product. Set on $1 play, Petit noted that he has seen players put $10 at one sitting into the machine. "The game is played 85 to 95 percent of the time the location is open," Petit added. "The only way for it to make more money is to have longer hours!"

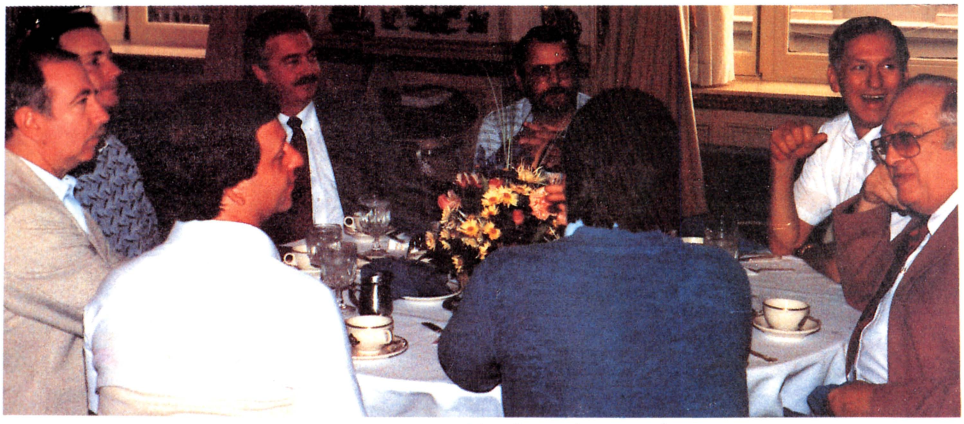
The deluxe simulator edition is manufactured in Japan and the upright will be manufactured by Dynamo. Sega's goal is to continue to bring product to the market that will force the industry to expand--better and more sophisticated product, etc.

Steve Shaffer, Shaffer Distributing, checks out the action on the *After Burner* upright.

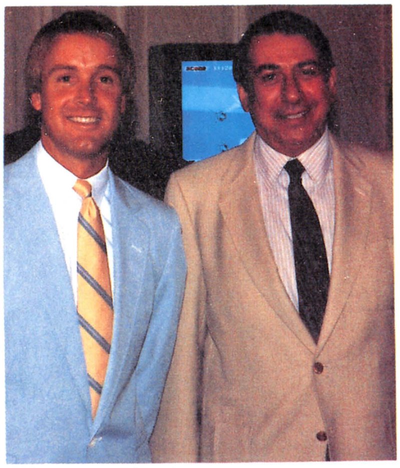
Music-Vend's Marv Galante (foreground) and Ed Pellegrini play *After Burner* uprights.



Mountain Coin's Don Waters examines the deluxe model of *After Burner*.



Distributors have a round table discussion on the new game.



Tom Petit (left) with Sega Enterprises founder Dave Rosen smiling over the obvious success of *After Burner*.

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NRPA Congress Welcomes Superdome Crowd

PlayChoice-10
Laser Music

AAMA's David Weaver discusses coin-op game benefits with Jim Montgomerie of the Metropolitan Park District of Tacoma, Wash.

The National Recreation and Parks Association held its 1987 Congress of educational sessions and exhibits at the Louisiana Superdome in New Orleans September 17-21.

Among the 580 exhibitors was the American Amusement Machine Association (AAMA) which hosted a booth as part of its "Partners in Profit" campaign to improve the market environment for the coin-op amusement machine industry. Displaying games and explaining the profit-enlarging benefits of adding games to various businesses is the purpose of AAMA's participation in such trade shows. The endorsement is of the entire industry and interested parties are encouraged to contact their local operators.

Attending the show were: David Weaver of AAMA, Wylie Irwin of Betson Enterprises, Jeff Walker of Data East USA, Drew Maniscalco of Nintendo of America, and Lynnaia Haugen of Seeburg Corp.

Equipment on display included Betson's new rotary merchandiser *Volcano*, Data East's pinball *Lazer War*, Nintendo's video *Play Choice-10*, Seeburg's CD jukebox *Laser Music*, and SNK's video *Bermuda Triangle*.

Fortuna Volcano

Betson's Wylie Irwin, right, explains features of the new *Volcano* rotary merchandiser to Dick Hall of Salem, Ore.

PlayChoice-10
Laser Music

Drew Maniscalco of Nintendo with young *Play Choice-10* player Clayton Smith of Jacksonville, Fla.

Craig Scharfenstein of Pittsburgh spent a long time playing *Lazer War*. Waiting for a turn are John Yaw, left, and Spencer Scharfenstein.

David Weaver of AAMA, right, welcomes attendees Scott Burton of Tampa, Fla. and Jeannette Steele of Murphys, Calif.

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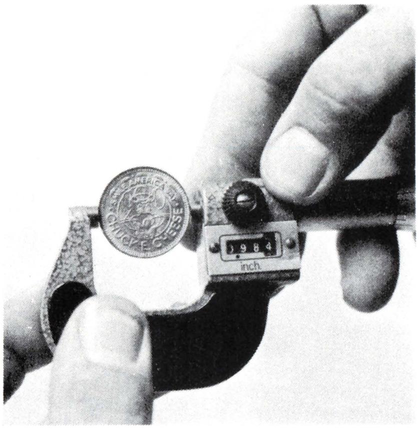

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NORTH CAROLINA HOSTS SUCCESSFUL SHOW

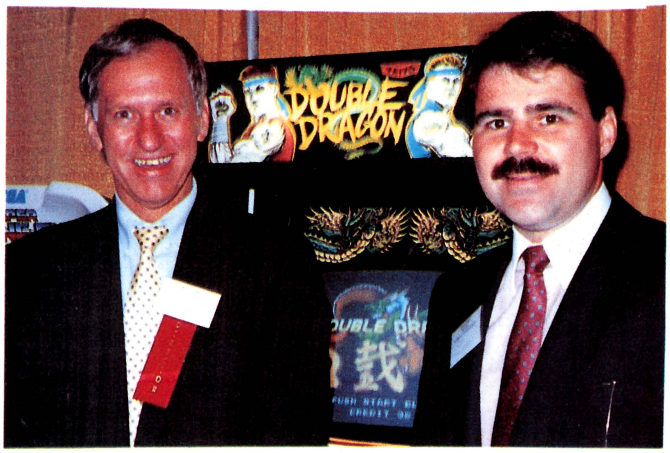
Operators, distributors, and manufacturers once again showed their loyalty to the North Carolina operators association when NCOA held its annual state convention and trade show in September in Charlotte.

Held just two months before the annual AMOA, some manufacturers seized the opportunity to show some new equipment in their distributor's booths. Operators took advantage of the timing to take a look at a sample of what they will be seeing in Chicago.

The three day meeting was sprinkled with fun and education with golf, a banquet, dancing, and seminars. AMOA president Dick Hawkins spoke to the group during the banquet emphasising AMOA programs and goals.

PUB TIME DARTS

Mike Hoyle (center) of Music & Games talks with Merit's Art Frey (left) and Howard Smoyer about dart leagues.



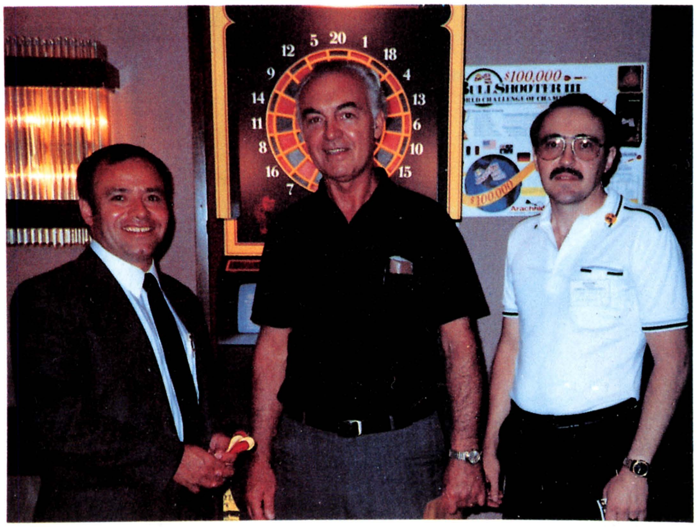
Brady Distributing's Blair Norris (left) with Rick Rochetti of Taito discussing the success of *Double Dragon*.

MUSIC AND GAMES

From left, Nick Corsaro and Tom Siemieniec of Seeburg.

BRADY DISTRIBUTING
JOIN THE PLUSH PARADE

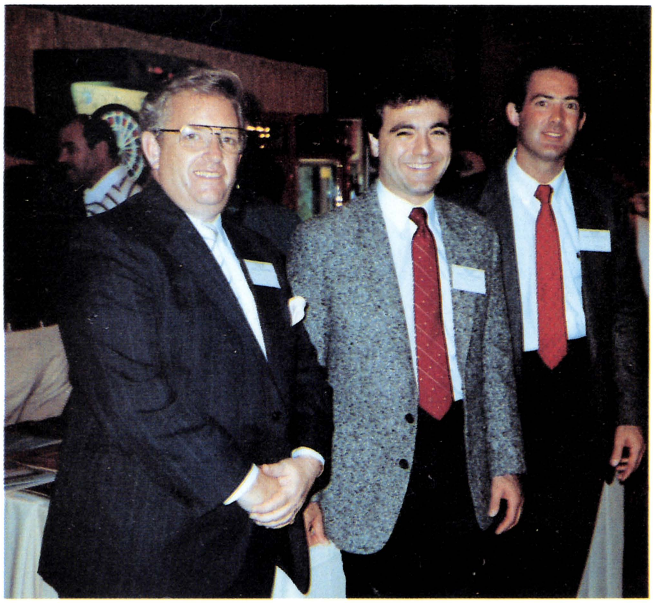
Lee Ann Bullard, soon to be a mother, shows operators Howard Cole and Jimmy Watkins plush available from Brady Novelty.



Arachnid's Marcio Bonilla (left) chats with Robert McCluney and Tony Howell of Wil-Mac Enterprises.

Jake and Debbie Asby of Tankard Music enjoyed the cocktail hour before the banquet.

You're selling WHAT for HOW MUCH!! Brady's Jon Brady (left) and competitor Steve Henderson of Operators Distributing at the banquet.



Smiling over a successful show are (from left) Williams' Joe Gilbert, Konami's Frank Pellegrini, and John Barone of SNK.

Jim Smith's son was sitting in a lucky chair; there was a one hundred dollar bill taped underneath.

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Operators Distributing's Dick McCannell with his sons Scott and Ricky and Donna Rogers.

Atari's Mike Taylor treated his son Scott to a trip to North Carolina for his 10th birthday. Happy birthday!

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Be sure and get a round TUIT from Jim

A group of operators dressed up and ready to go! From left: Cynthia and Ed McElveen and Kevin and Nora Austin of Austin Music; John and Rowene Bacon of Anson Music; and AMOA president Dick Hawkins and wife Patti.

Over 180 attended the banquet which featured a band and dancing.

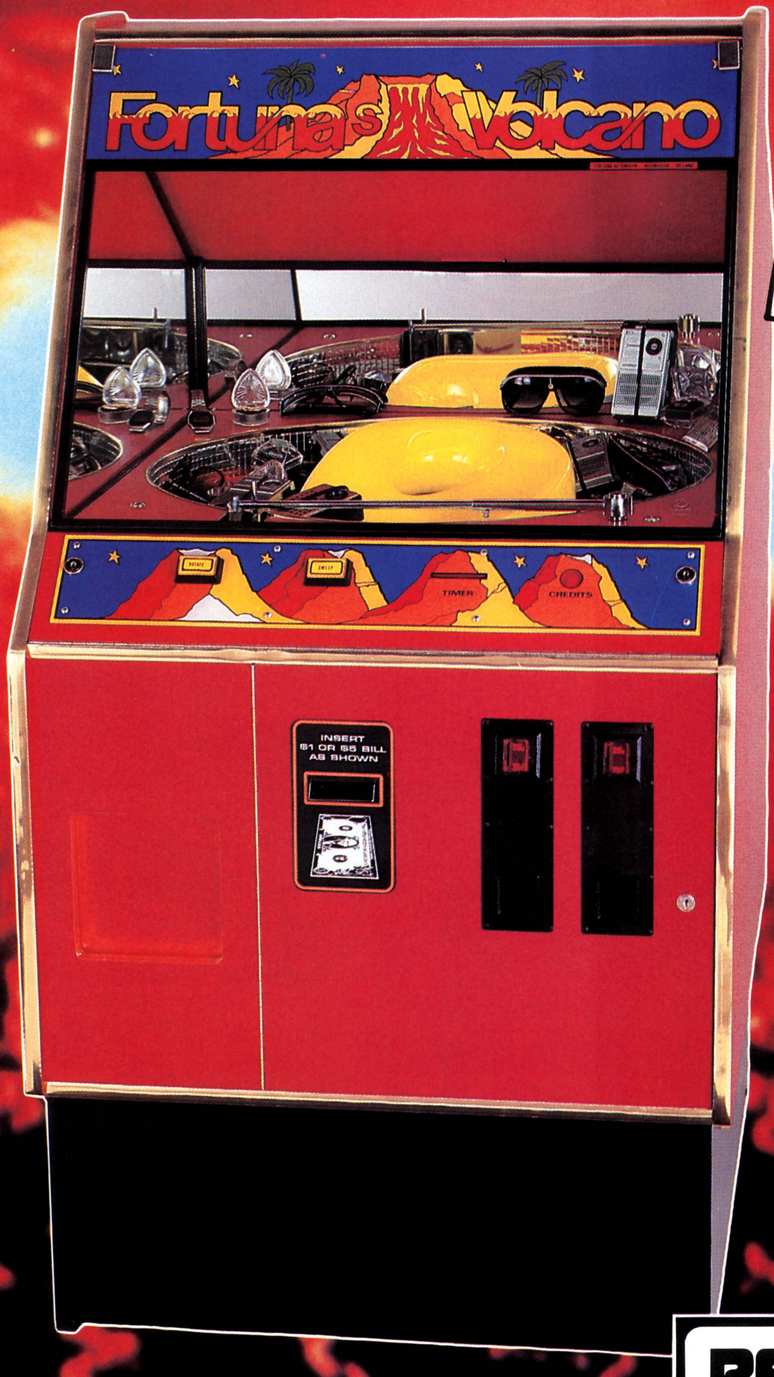
When Play Meter said, let's get a group shot, there was no problem getting volunteers!

THE NEWEST MONEY MAKER FROM BETSON, HOME OF THE BIG CHOICE CRANES...

Volcano

by Fortuna

Center Hole Rotary



See VOLCANO at the IAAPA
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See VOLCANO at the AMOA
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SINCE 1933

Grand Ole Nashville Hosts Tennessee Show

It was a first-time show but it had all the qualifications and the attendance it needed for success. The banquet was filled to capacity and the exhibit floor was impressive. Some exhibitors had to be turned away because of lack of space. "We had no idea that we would get the kind of response we did," exclaimed show organizers. However, plans are already underway to have more space next year, again in Nashville.

Frank Seninsky, Play Meter's own Frank "The Crank," gave an informative seminar on operating cranes. He announced his new column "Certain Burton" in which he features three merchandise items currently "hot" in various parts of the country. "I hope it will help operators stock their cranes with irresistible items," he noted. Frank also gave operators tips on making the most of their cranes from win ratios to claw pressure. Data East's Jeff Walker held a seminar on pinball repair which drew an impressive number of operators.

Dick Hawkins, AMOA president, addressed the group on current AMOA programs. He then presented a Wayne Hesch scholarship to Patrick Dollar, son of Phil and Janet Dollar of Dollar Amusement Co.

From left Patti Hawkins (her husband Dick is AMOA president) and Sandra Estridge (center, her husband is a past AMOA president) chat with Larrianne Simon of Pride Enterprises.

It was hard getting this group of operators to stop playing the new games long enough for a photo! From left: Ruble Sanderson, A.A. Amusements; Carl Lawson, Action Amusements; and Garry Strader, Central Amusements.

SPIN-OUT
BIONIC COMMANDO

Gamemasters' Mike Macke (left, recovering from serious injuries received in a recent automobile accident) and Bob Coleman (center) talk with operator David Hatten of Jamie Video Darts.

Jim Thompson of Smoky Mountain Sales explains the finer points of his basketball game to operators Carl Lawson and Garry Strader.

Minnesota Fats awaits the final competition in the pool tournament. He played Steve Gamble who beat him.

And the winner of the tool case from Memphis Amusement Co. is....Calvin Scheafer!

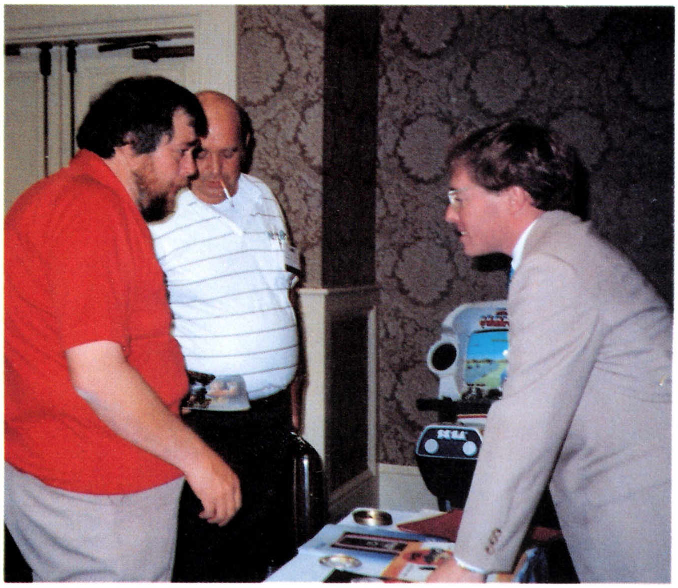
Register For Drawing

Jimmy and Barbara Insco of B & Y Amusements pick up literature on the latest equipment.

VEN/PAC
ESSIONAL
WARE
VEN PAC

Phil Dollar, Dollar Amusement (right) was the inspiration behind the software developed for him by Professional Software, Inc. Sam Martin and Phyllis Milton of PSI are shown here with Phil.

I'm not sure who was having more fun, Terry Hayes of Duke Game Sales or his daughter Kandi.



Scott Sammons of Sammons Pennington (right) talks with operators Bill Mullins and Roscoe Sharpe of Mountain Service.

The banquet had a full house.

Dick Hawkins, AMOA president, presents a Wayne Hesch scholarship to Phil and Janet Dollar's son Patrick.

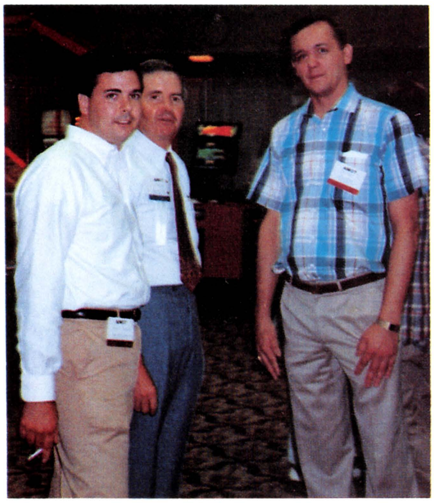
The Brady group from the Chattanooga office.

The Dynamo air hockey table was a busy place during the show.

BEST LEISURE
PRODUCTS, INC.

Tim Sharpe of Best Leisure shows off his latest product.

Frank Seninsky (left) with a volunteer from the audience talks about how to adjust the claw from a crane.



John Estridge (center) and his son (left) talk with Mike Macke.

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Two-Fisted Table Game

If you're looking for something new with real hands-on appeal, consider *RollerBall*, a two-fisted table game that challenges the player to defend three goals with two hand paddles.

According to developer Bob Lyons of Aurora, Colo., the game is a lot like boxing. "When you play someone of equal talent you try to outwit your opponent," he explained. "There's a lot of strategy in this game--quick strategy. What's nice about the one-on-one games is the old fashioned competition. Just watching it is exciting."

The manufacturing company, RollerBall, Inc., has the slogan, "for a new experience in speed and endurance," which aptly describes this fast-paced game. *RollerBall* has evolved over the years, beginning as an idea Lyons had when he was 10 years old. He patented the game in 1980 after years of refinement. Along with a childhood friend, Tony Castillo, an electronics and computer specialist, Lyons added electronic scoring to the game.

RollerBall measures three by five feet and stands waist high. The playing surface is constructed of a durable plastic. Players try to out-maneuver each other and propel a one-inch steel ball past an opponent's defenses to gain goals. When set on the coin-operated mode, the first player to reach 11 points wins.

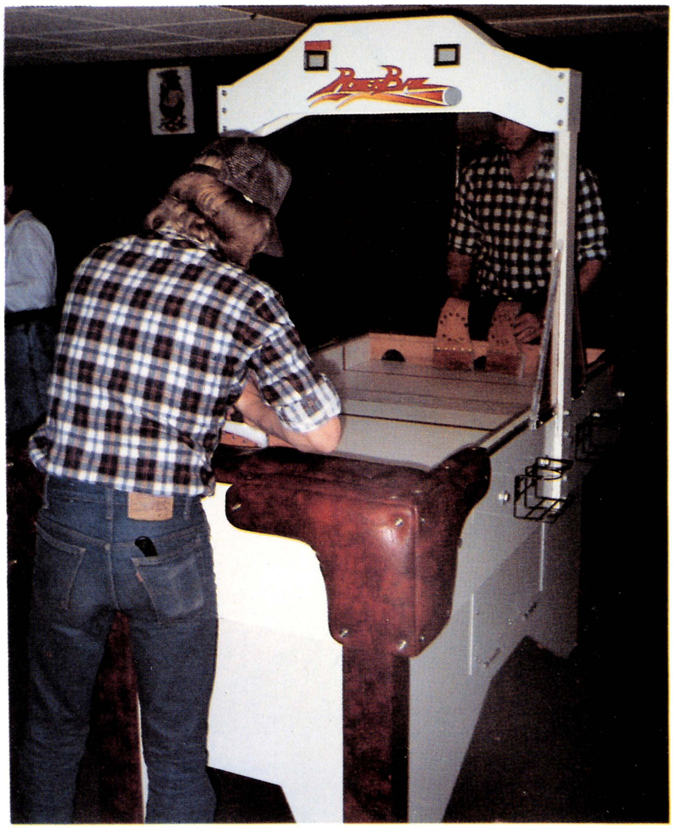
The paddle is custom made of a high-density plastic and embossed with leather. A bullet-proof shield just above the playing surface allows the one-inch steel ball to pass to the other side of the playfield, but keeps it from striking an opponent.

THE LOST
BOOMERANG
CHECK OUT
OUR
ROLLERBALL GAME

The Lost Boomerang in Aurora, Colo. promotes *RollerBall*.

Lyons placed two games on location almost two years ago at The Lost Boomerang, an Aurora sports tavern with an Australian theme. *RollerBall*'s popularity has grown and tournaments are regularly held on Saturday nights, complete with cash prizes and trophies. Approximately 20 players gather for these tournaments.

The game also draws a large number of spectators, which is good for other equipment at The Lost Boomerang. Players from Aurora and nearby Denver have supported the game, even down to purchasing custom designed paddles, available from Lyons. Dart leagues are also conducted at the tavern, which has two levels of entertainment that includes video games and pool tables as well. *RollerBall* is on the second level, or the "land down under."



Players concentrate on game strategy using two paddles to defend three goals.

"We are trying to promote RollerBall as more than a game," added Lyons. "It's really a new sport. That's why we initiated tournaments. A lot of people are putting in practice time and getting very good at the game."

Both coin-op (50 cent play) and non coin-op versions are available. The Lost Boomerang leases its games from Lyons. Current plans include placement of a third game in the coin-op mode in Denver, and possibly a fourth one in another area.

From childhood game to popular sport is a long jump, but Lyons appears to be on the right track. He and his partner have been trying to make their table the best medium on which to play the game. They have faith in the game and if player experience in Colorado is any indication, *RollerBall* will be a success.

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2. How would YOU solve the problem?
   ____
3. What do you LIKE about coin-op pool?
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   AND What is good or bad about them?
   ____
   ____
   ____
5. About how many coin-op pool tables do you operate?
   ____
6. Where do you buy most of your pool supplies?
   ____________________WHY?____________________
7. What kind of cue balls do you use on your pool tables?
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   ___ (Other)
8. Do you have any problems with your coin-op cue balls?
   ____
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REMEMBRANCE OF THINGS PAST

By Louis Boasberg

The modern flipper pinball games are masterpieces of engineering, beauty, sight, and sound and they overwhelm the senses and emotions of the players with a light and sound show that is simply amazing to behold! The flipper pinball designers of today have to be men of many talents. They must be electronic experts, architects, structural engineers, artists, inventors, and light, sound and color experts. All of this with the imagination of a science fiction writer and the creative ability of George Lucas. And even then, when these experts assemble a masterpiece, a glorified erector set, lo and behold the fickle public, for some unaccountable reason, is not turned on but turns away to some other game.

So, perhaps, these expert designers and manufacturers are giving the public too much of a good thing. In other words, too much, too soon and the average player is unable to comprehend or absorb the many gadgets, gimmicks, and sophisticated scoring plus the light and sound show that is thrown at him all at once!

Being a very old veteran in this business, I think back to the good old days when Gottlieb, Williams, and Bally sold thousands of pinball games that were as simple as ABC. In fact, Gottlieb for many years made new models merely by moving a few posts and drop targets to different places on the playfield.

Admittedly, the modern flipper game being a thing of beauty, sight, sound, and motion is a great game for arcades and game rooms but in the evolutionary process flipper games have lost the adult trade. No longer are flippers the number one game in taverns and bar rooms.

In the old days, every bar room, tavern, and bistro in America and most foreign countries had flipper games and what play they received! I well remember a trip to Paris where I couldn't go into a bistro or a cafe without seeing a large group of Parisians gathered around an American four-player flipper game. These games were so simple that even drunks could play them and achieve a high score.

If we are to regain the lost tavern, bar room, and adult trade the manufacturers have to deviate once in a while from their ultra modern complicated course and perhaps once or twice a year make a good simple flipper pinball game. Frankly, I would like to see a revival of flippers using baseball, golf, football, horse racing, bowling, poker, pool, and basketball as themes. Let's go back every now and then to the old basic fundamentals. Let's see flipper themes that the average man can relate to--finance, war, current events, history, movies. Let's see more open playfields with primary targets being far removed from the flippers in order to encourage more and simpler skill shots. Let's release a wide-bodied game once in a while when a suitable playfield can be found. Any deviation in size whether it be larger or smaller is a one-time novelty and always attracts a certain amount of play just because it is different.

The addition of so many gadgets, gimmicks, and sophisticated percentaging and bookkeeping methods are not only puzzling to some players and operators but all of these sophisticated additions sometimes make the game too high-priced for the average location. Thus it cuts down on the number of locations that are open to these games.

Please don't think for one minute that I am urging manufacturers to return to the horse and buggy days, I am merely stating, once again, that too many gimmicks are bewildering to the average player and he does not know whether he is coming or going. The playfield is the thing, but like the "crowded sky" it also is getting pretty crowded these days!

I am the first to admit that the modern flipper game has come a long way since *Humpty Dumpty*. When I see some of the ingenious devices, gadgets, tunnels, lights, and sounds of a new flipper, I am overwhelmed and go into "Future Shock"!

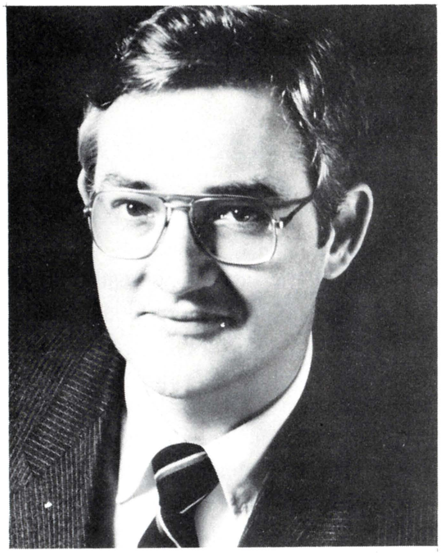
Perhaps, simplicity has no place in the modern flipper games but living in the past and remembering the good old days is all we old folks have left in life. So please, don't take away our nostalgic dreams! Leave us to Heaven!

Louis Boasberg
New Orleans Novelty Co.

NEWS

Moriarity leaves Taito

Taito America Corp. has formally announced the resignation of Paul Moriarity, president, who had recently been concentrating his efforts in developing the company's consumer products division.



Paul Moriarity

Moriarity had been with the company since it was founded in 1973. He will pursue other business interests and continue an association with Taito as an independent consultant working on new business venture opportunities and special projects. Bill Moseley, chairman of Taito America, will assume the added responsibilities of president. Moseley has been with the company for over five years and is a director of Taito Corp. in Japan.

Yoshi Suzuki has been promoted to executive vice president and will be responsible for day to day operations. Suzuki is well known in the industry, having regularly attended trade shows and distributor meetings. Suzuki said, "We are all sorry to see Paul leave our starting team after so long. We are glad that his plans will allow him to continue his association with Taito."

Taito America currently lists *Double Dragon* and *Rastan* among its popular coin-op games and is now one of the largest suppliers of software for the Nintendo Entertainment System in the American market.

Tyson signs for Nintendo home game

Nintendo of America has signed a promotional contract with heavyweight boxing champion Mike Tyson to offer Tyson's name on Nintendo's new game pak *Mike Tyson's Punch-Out!!*. Tyson's likeness will be programmed into the game.

The 21-year old champ holds the World Boxing Association, International Boxing Federation, and World Boxing Council titles. According to Minoru Arakawa, president of Nintendo of America, "The youngest man ever to win a heavyweight title, Tyson is a leader in the sports world. We signed with this rising star to show our confidence not only in the growth and longevity of the home video game category, but also in the championship nature of our product line.

"The agreement between Nintendo and Tyson will be on a worldwide exclusive basis. Tyson's celebrity status, like the leadership position of the Nintendo Entertainment System, will provide us with an opportunity to add to the impact of Nintendo's global marketing efforts."

Tyson will be featured in the lead commercial in Nintendo's $20 million marketing campaign that kicks off this month. *Mike Tyson's Punch Out!!* puts the home video player inside the boxing ring as a contender in a series of matches that lead up to a battle against the champ himself.

The new game pak is a true replica of a realistic boxing environment where skill and reflexes are tested. Priced at $39.95, it will include special motivational messages from Tyson to encourage a winning spirit among today's youth.

Indiana games confiscated

Raids conducted by vice squad officers of the Indianapolis Police Department in early September resulted in the confiscation of 31 electronic pinball and poker machines from 21 businesses.

Names of the games were not

Boxing champ Mike Tyson offers his name and likeness to Nintendo's *Mike Tyson's Punch Out!!* for the home system. See our feature this issue on home video.

Joe Dillon, left, and Nolan Bushnell.

Bally Midway Pinball creative team.

Bally and Bushnell blend creatively

Joe Dillon, executive vice president of Bally Midway Pinball, announced the first in a series of meetings between Nolan Bushnell and the Bally Midway Pinball creative team. The Museum of Science and Industry in Chicago was the site for the September 11 meeting.

Dillon commented, "We are very fortunate to have Nolan on our team. He has a genuine affection for pinball and a history of involvement--he opens the doors to creative thinking. I am confident that in working with Nolan, our design team will have a strong sense of purpose, an abundance of creative thinking, and a sense of urgency...The museum was a perfect place for our kick-off meeting. There is none better than Nolan to lead a creative effort."

divulged, nor the manner in which they were operated, but it is certain that the police department regards them as gambling devices. A spokesperson for the police indicated that the machines match the legal description of what makes an amusement game a gambling device.

Indiana law states: "A person who knowingly or intentionally owns, manufactures, possesses, buys, sells, rents, leases, repairs, or transports a gambling device, or offers or solicits an interest in a gambling device, commits promoting professional gambling, a class D felony." No arrests were made during the raids.

Data East closes London office

Data East Corp. closed its London office at the end of September due to changing company promotional plans for the future.

Jim Pryde, head of the Data East United Kingdom operation for the last five years, will stay on until the end of November to close down company affairs.

Data East's worldwide marketing strategy has been closely reviewed in recent months. The London office has been involved in a number of diverse fields in addition to promotion of video games. A spokesman for Data East said, "In future, the management of the company and its subsidiaries will devote its time and energy only to products which relate to the leisure industry and in particular to the video game business."

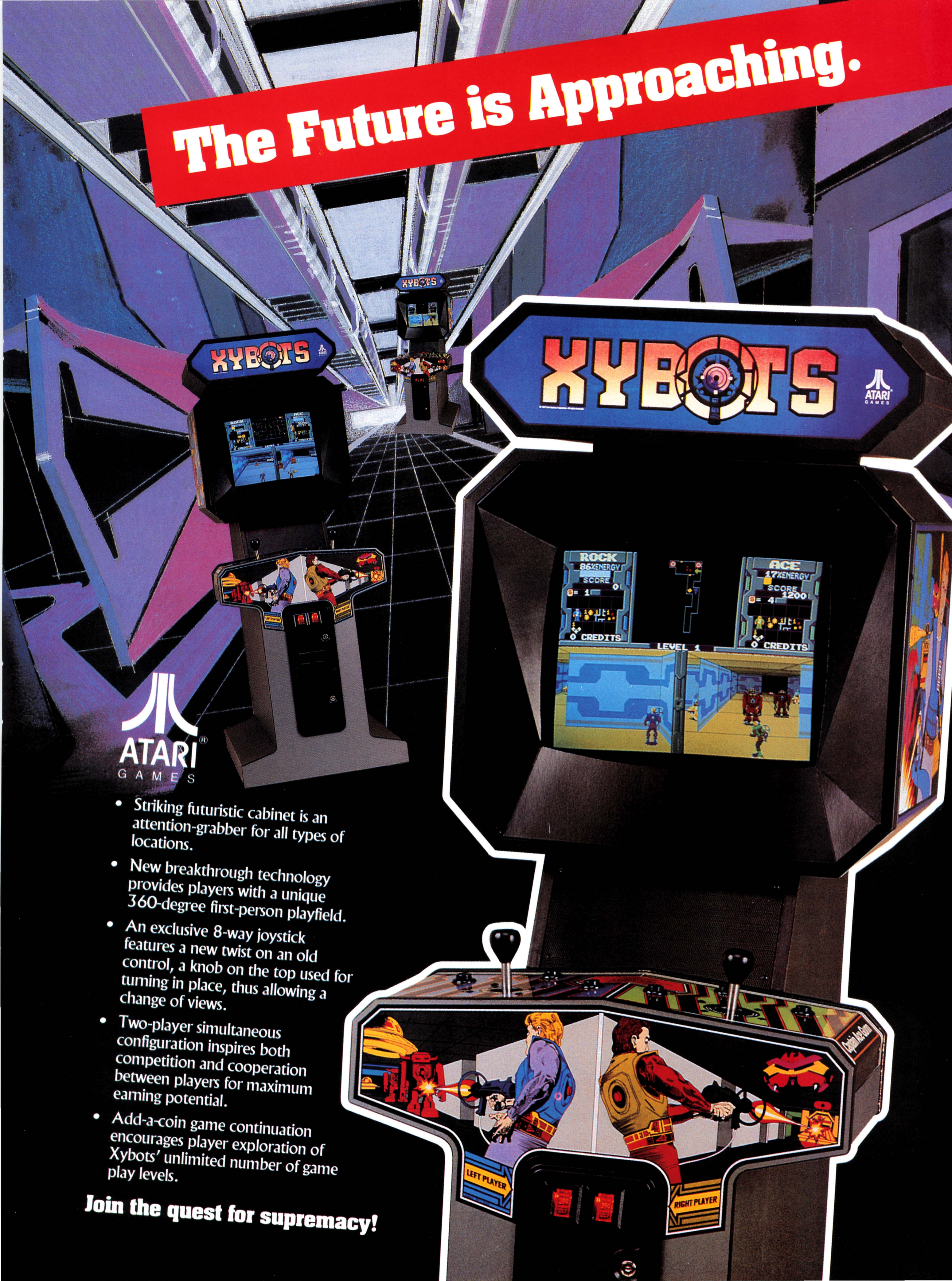
Future promotion of video games in Europe will be by direct contact between Tokyo and customers in Europe. *Lazer War*, the company's pinball, will be promoted in Europe by associated companies in the U.S.A. through a distributor network to be set up in the near future.

U.S. tops U.K. in video competition

Members of the U.S. National Video Game Team emerged victorious after a competition with the United Kingdom Video Game Team in London on September 25-26.

The U.S. team accepted a formal

The Future is Approaching.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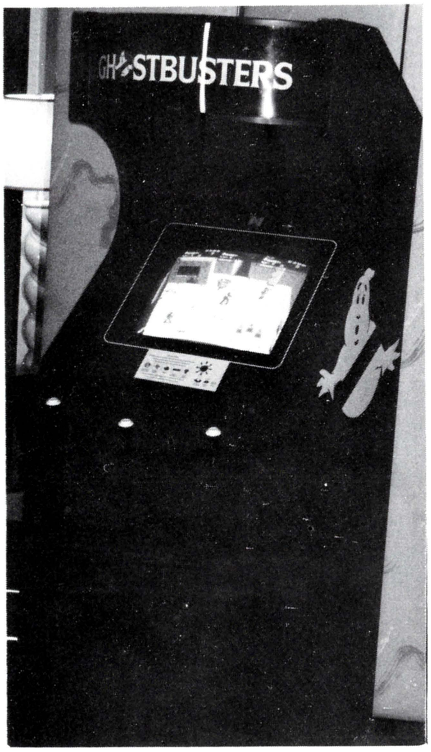
challenge from the U.K. team to compete during the Personal Computer World Exhibition. The four members of the U.S. team included Steve Harris, Perry Rodgers, and Chuck Peters, all from Los Angeles, and Donn Nauert of Austin, Tex., the current national U.S. video champion and player of the year. After this event Nauert is now international video champion.

The competition was coordinated by Mastertronics International, a computer entertainment software publisher, and Electronic Game Player magazine, a United Kingdom publication that covers the electronic entertainment business.

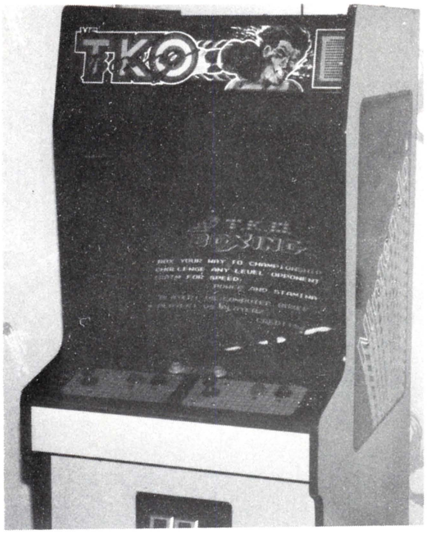
The U.S. team has played video games all over the world and participated in demonstrations during trade shows in Germany, England, and Canada before. But this was the first chance to compete against video game players from another country.

Data East debuts *Ghost Busters, TKO*

San Francisco was the site of the September 18 debut of Data East's newest video games, the dedicated *Ghost Busters*, and *TKO Boxing* for the Nintendo VS. System.



Ghost Busters



TKO Boxing

The popularity of "Ghost Busters" the film and children's cartoons by the same name are sure to draw a large number of players right away. A planned sequel to the movie will make *Ghost Busters* the video a demand piece.

Introduced in dedicated form, the game is for one-to three-players. The intensity level is high as players shoot at various eerie creatures which turn into ghosts that must be captured. At the end of each scene, players must find the "key" to maintain existence. Players must keep track of the amount of energy expended when capturing ghosts. Recharging is obtained by picking up special items along the way.

TKO Boxing will be available for the Nintendo VS System. The game has a two-player option. Players may compete against the computer or challenge a friend, keeping track of winners and returning for rematches.

SMS enlarges to meet demand

SMS Corp. of Lakewood, New Jersey has expanded its manufacturing and office facilities to meet the increased demand for its product line of video card games, cranes, and rotary merchandisers.

This is the second time that SMS has enlarged its operation, having expanded previously in 1984. SMS has tripled the amount of space it occupied before.

According to Jim Pietrangelo, vice president, "Based on inquiries from distributors, and the fact that we have been in a back order situation, we decided to take the company one step further. It was just the right time."

Demand has increased for SMS products over the past few years and the introduction of the *Draw 80* as a highlight of the company's line makes the larger home office necessary. SMS will show the *Draw 80*– at AMOA as well as a new Deluxe series line of poker videos, its *Top Draw*, new *Keno* video, *Sex Tester*, cranes, and rotaries.

For more details, write SMS, 601 Prospect St., Lakewood, NJ 08701; 800/221-0138 or (201) 370-3030.

Compuvend names Ben-Yehuda

Compuvend Enterprises, Inc. of Pacoima, Calif. has appointed Issac Ben-Yehuda as president and director of operations. Ben-Yehuda replaces the departing Simon Grill who will pursue other interests.

Ben-Yehuda, previously vice president of manufacturing and marketing, plans to continue expanding the Compuvend product line. The existing line of novelty electronics and vending machines, manufactured in Los Angeles, will grow from 10 to 16. Six new machines will be introduced for 1988.

Pinballers enjoy third Expo

A comprehensive program of conferences and special activities made the third annual Pinball Expo a resounding success October 9-11 at the O'Hare/-Kennedy Holiday Inn in Rosemont, Ill.

Pinball collectors, players, operators, and enthusiasts gathered for this third annual showcase. Rob Berk and Mike

Conference session at the Pinball Expo.

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This joystick can easily be mounted on production lines and will work on 5vDC, suitable for all power supplies. The "inductive control joystick" in universal 4 and 8 way, and has adjustable sensitivity control (both easily adjustable by potentiometer).

The new joystick will be available from **September** onwards.

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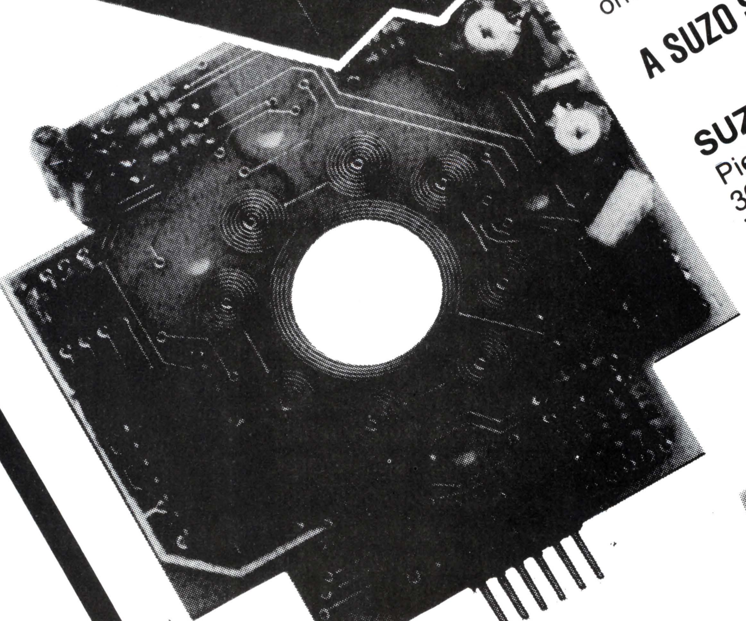
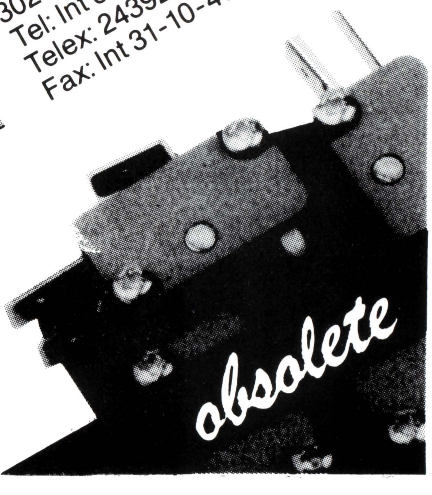




NE DOLLAR PER MINUTE

Rob Berk, Pinball Expo organizer.

Pacak served as co-chairmen for the event. Pacak is director of operations for the Fun-N-Games arcade chain.

Topical seminars included one by Don Murphy, president of Electrical Windings, who discussed the past and current state of pinball coils. Ed Schmidt of Bally Midway followed with an in-depth review of solid state pinball service.

Panel discussions were hosted by David Christensen of Bally and Steve Kordek of Williams. Christensen moderated "Meet the Pinball Artists" and was joined by artists from Bally Midway, Williams Electronics, and Advertising Posters. Kordek moderated a similar discussion focusing on pinball designers with representatives from Bally, Williams, and Premier.

In addition, the Expo arranged for a panel discussion featuring pinball engineers who talked about their role in the evolution and continuing advancement of the art form.

New this year was a group workshop directed by Greg Kmiec, who has been responsible for many Bally pinball hits. He invited attendees to participate in the actual design of a pinball playfield.

A group tour of the new Data East pinball facility gave attendees the opportunity to experience first hand the latest entrant into the flipper game sweepstakes.

Also on the calendar was Flip Out '87, the Expo's own pinball tournament.

USTA gains rights to *Air Wolf* video

Jon Daugherty, president of United Artists Theatre Amusements, announced that the company has obtained exclusive American sales rights for the game, *Air Wolf*, a video kit.

Licensing rights were acquired from both MCA/Universal Studios and the Japanese software firm, Kyogo Trading.

According to Daugherty, "*Air Wolf* has tested extremely well in both our theatre lobbies and our mall arcades...Licensing our own games--*Air Wolf*, *Perfect Billiards*, and *Mission XX*--has given us an alternative to high-priced dedicated games. I believe that our operator-to-operator marketing strategy will keep UATA product at very reasonable prices for our fellow operators."

Air Wolf will be distributed exclusively by Hokkaido Electronics, 800/722-8258; and Triax Electronics, 800/843-9273. Both companies are distributors for USTA.

Players qualify for BullShooter III

Arachnid's $100,000 BullShooter III World Challenge of Champions dart championship began its tour around the world with the $5,000 English Mark Darts northwest regional in Seattle, August 22-23 at the Fraternal Order of Eagles Aerie #1.

This first "Seven Big Event" qualifying tournament, co-sponsored by Music-Vend Distributing, drew players from Alaska, Oregon, Washington, and Maryland. Mike Mecham of Tacoma, Wash. was the big winner, taking home a first place trophy in a new event, 301 Double in/Double out pro singles. He also won first place in 701 mixed doubles with partner Diana Wall, and a first place in open doubles with partner Larry Prewitt.

Sandy Collins and Chris Hunter of Portland, Ore. won the womens doubles event. Donna Claudon and Steve Arionac took first place in another new event, mixed doubles cricket. Tom Iverson won singles cricket, and Gred Albee of Bellingham, Wash. won 501 open singles.

All dart shooters who placed in the top three in each event won prize money plus qualifying certificates allowing them free entry to the $35,000 finals to be held May 28-30, 1988 in Chicago.

Other World Challenge of Champions qualifying tournaments are being held around the country. It is truly a world challenge with qualifying tournaments set for West Germany, France, Belgium, Australia, and Japan.

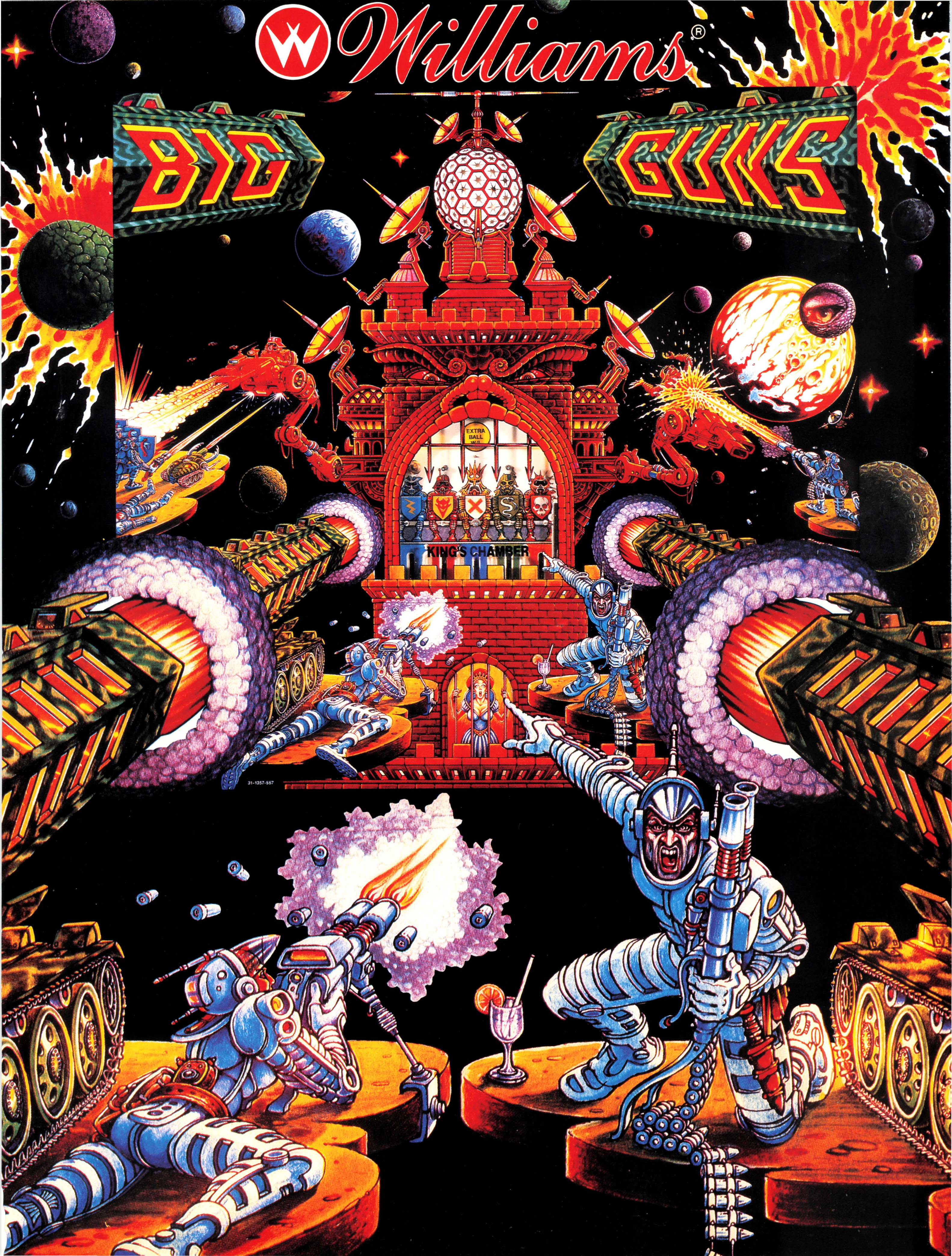
For more information about the competitions leading up to the finals, contact Arachnid, Inc., 800/435-8319; in Illinois, (815) 654-0212.

Contra receives unexpected press

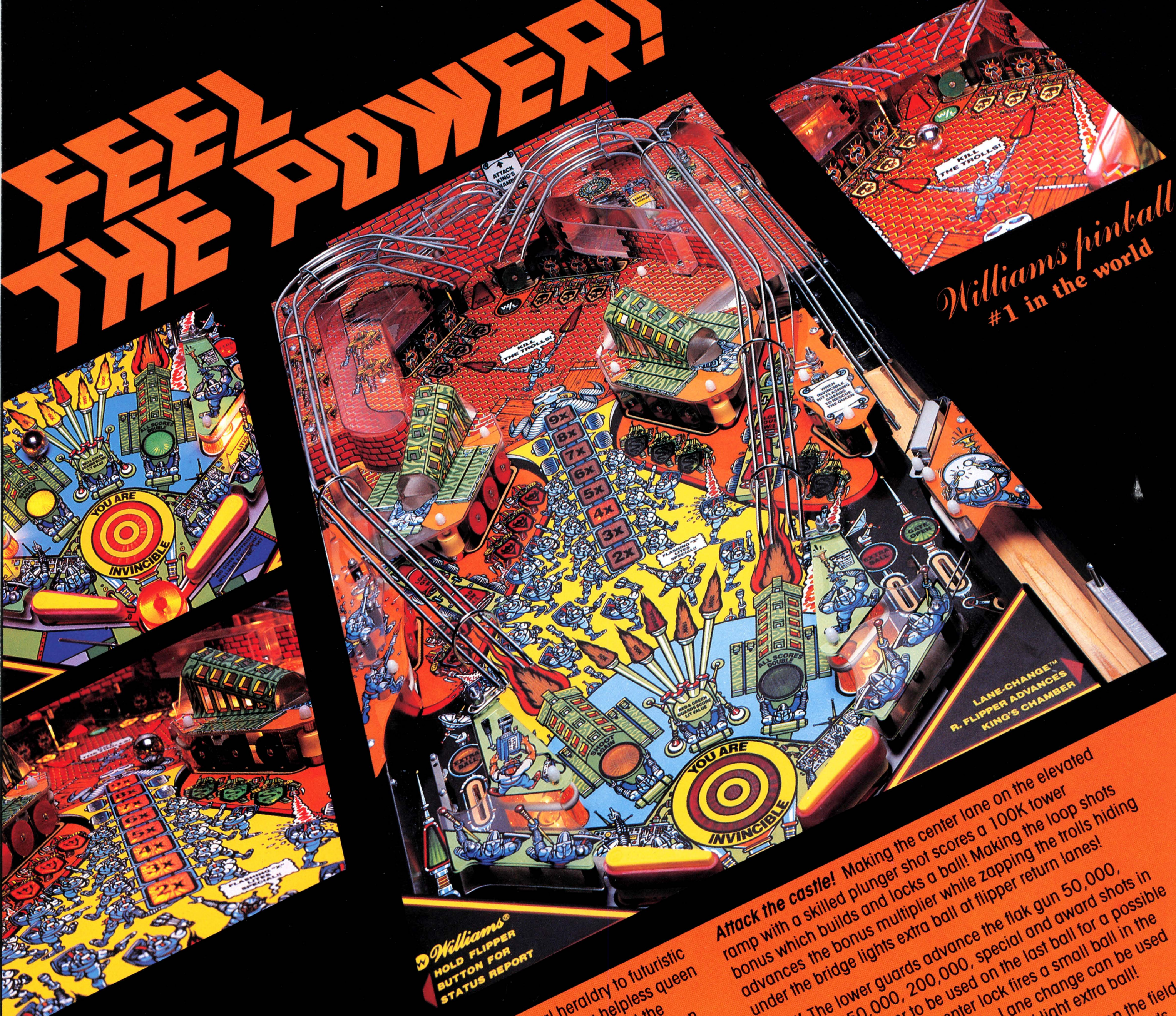
Despite explanations by representatives of Konami, Inc., that it's video *Contra* did not come out as a result of the Iran-Contra affair, members of the

MUSIC-VEND DISTRIBUTIN
ENGLISH MARK DARTS

The Music-Vend staff geared up for the northwest regional dart tournament in Seattle.


Williams®
BIG GUNS
EXTRA BALL
KING'S CHAMBER
31-1357-557

FEEL THE POWER!


YOU ARE INVINCIBLE
KILL THE TROLLS
LANE-CHANGE™ R. FLIPPER ADVANCES KING'S CHAMBER
Williams HOLD FLIPPER BUTTON FOR STATUS REPORT

Williams pinball
#1 in the world

BIG GUNS
Williams

BIG GUNS spans the ages, from medieval heraldry to futuristic space wars. It's got a tyrannical king holding a helpless queen captive and guns big enough to resound throughout the galaxy! It's got a playfield so loaded with excitement it even extends to the backglass with a unique 3-dimensional chamber! It's got a special feature so that operators can program their own messages to their players! BIG GUNS has what it takes to be a Williams!

Become invincible and save the queen! The player's mission is to become invincible and rescue the queen from the fortress. First, he must hang tough and load all 3 guns to ignite multi-ball™ action. Then, during multi-ball he must load the lit gun to be granted invincible powers. Keeping at least 2 balls in play and hitting the flashing guards rescues the queen for a possible 3 million jackpot value that's carried over from player to player and from game to game!

Attack the castle! Making the center lane on the elevated ramp with a skilled plunger shot scores a 100K tower bonus which builds and locks a ball! Making the loop shots advances the bonus multiplier while zapping the trolls hiding under the bridge lights extra ball at flipper return lanes!

Fight! The lower guards advance the flak gun 50,000, 100,000, 150,000, 200,000, special and award shots in the King's Chamber to be used on the last ball for a possible extra ball! Entering the center lock fires a small ball in the King's Chamber on backglass. Lane change can be used strategically to fill all unlit lanes and light extra ball!

Attack! Skill can gain the player more time on the field of action! Hitting the 5 lower left and lower right guards activates the lower left kicker. The right and left flipper return lanes light the center target which, when hit, raises the force field between flippers!

Height: 85½" (209 cm)
Height with backbox folded: 54" (137 cm)
Width: 29" (74 cm)
Depth: 53" (135 cm)
Weight: 230 lbs. (104 kg.) uncrated
250 lbs. (113 kg.) crated

Williams®
ELECTRONICS GAMES, INC.
3401 N. California Ave., Chicago, IL 60618
(312) 267-2240, Telex 253095
FAX: (312) 267-3747

NOTICE: "BIG GUNS" is a trademark of Williams Electronics Games, Inc.

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press have continued to focus attention on the game in such publications as Time magazine and a number of local newspapers.

In Greensboro, N.C., the Greensboro News and Record stated that the game screen featured "high-tech destruction across a miniature Nicaraguan jungle." Locations in Greensboro that were mentioned as experiencing success with the game included Putt-Putt Golf and Games, All-Star Lanes, and Electronic America, a shopping mall location.

The Defense News of Springfield, Va. reported that the game is popular among Nicaraguans now living in the U.S., quoting an employee of Joysticks arcade in Miami Fla.'s Dadeland Mall, "players psychologically get involved in the war by playing the game. Some Nicaraguans would like to go down there and fight, but for whatever reason, they can't."

In San Rafael, Calif. the Marin Independent Journal took a different approach, stating, "Aside from the name, the game bears little resemblance to the actual struggle between the Contra forces and Nicaragua's Sandinista regime." In the same article Frank Pellegrini of Konami is noted as saying *Contra* does not "trivialize" the Nicaraguan conflict and may "spark curiosity among youthful players who are unfamiliar with the war."

Birmingham Vending appoints two

Birmingham Vending Co. has announced the appointments of Chuck Howen and John Stowe as sales representatives for its Orlando, Fla. division.

Howen is a 27-year veteran of the coin-op business. His territory will include the northern portion of Florida from Tallahassee to Gainesville and parts of the Gulf Coast.

Howen was recently vice president of sales for a large northern distributor. He has extensive experience as a field engineer for Rowe-Coffee Mat.

Stowe is a 25-year veteran who has held sales positions for both manufacturers and distributors. His territory will include the southern portion of Florida from Ft. Pierce to the Keys.

Chuck Howen

John Stowe

Birmingham Vending Co. is now in its 56th year as a vending/games distributor and is Rowe's only authorized dealer for Florida, Alabama, and Mississippi.

Video inspector searches for games

John McQueeney is a specialist in locating unlicensed video games and in slightly over one year has tracked down approximately 1,200 unlicensed amusement games and collected over $100,000 in unpaid license fees.

McQueeney is a county liquor inspector in Maryland. He is familiar with all the local bars, where many machines were expected to turn up. He canvassed shopping centers, convenience stores, and bars checking games against a master list of licensed machines.

Owners of amusement businesses must pay a $2,000 license fee each year and $100 per machine. When McQueeney finds an unlicensed machine, the manager of the location is notified and the fee must be paid in five working days or the equipment is confiscated. The proper fees are desired, not the taking of equipment.

McQueeney said "I want to see them all licensed. I want to see the county get all the money they deserve." He said that some individual machine owners are not aware of the licensing requirements and dispose of their machines when informed of the fees. Some companies hope they will not be found out and only pay the fees when the unlicensed equipment is found.

McQueeney is quick to explain that most amusement companies obey the law and properly license their equipment.

Air hockey players show talents

Pinky's, a local tavern in Colorado Springs, Colo., was the location for an air hockey exhibition in late September. This marks the first time since 1981 that all the top air hockey players in the country were together.

Participating in the exhibition were: Bob Dubuisson of Boulder, Colo., Jesse Douty of Atlanta, Mark Robbins of Boulder (and Dynamo Corp.), Phil Arnold of Houston, Joe Campbell of Philadelphia, and Robert Hernandez of Houston.

Pinky's is distinguished by its pink felt-covered pool tables. The six air hockey players offered $100 to any local player who could beat them at the game, but there were no winners. Many of the nationally known players competed in the Air Hockey National Championship in Boulder, October 10-11. Look for more on this event in our next issue.

Cardone family has strong ties

Strong family ties are evident in the Cardone family of Lima, Ohio where the amusement business is a family tradition. Joseph Cardone owns Cardone Vending and his father, Tobe Cardone, owns 20th Century Lanes.

Three generations of the Cardone family were photographed together for The Lima News this summer following the ordination of the youngest Cardone in the Catholic priesthood.

Joey Cardone, now known as Father Cardone, had always thought he would follow family tradition and work with his father and grandfather. But an interest in serving God that started in high school continued through his college years, leading him to choose entering the seminary. His ordination at Holy Rosary Cathedral in Toledo brought together many relatives from all over the country.

Reflecting on growing up in the Cardone family, Father Cardone said, "it was very clear to me in very ordinary, everyday ways that belief in God is important." He describes the faith of his parents and grandparents as "a very honest faith." He views this honesty, and standing up for what you believe in, as an asset in counselling people. He added, "My father taught me the values of strong family ties, of commitment."

The industry extends its congratulations to the Cardone family on the ordination of Father Joseph Cardone.

Dynasoft expands

Dynasoft, Inc. of Missouri has enlarged its offices and manufacturing facilities from 10,000 square feet to 25,000 square feet.

Dynasoft manufactures the *Big Top* single upright crane and will introduce it's *Little Top* countertop model at the AMOA Expo. The *Little Top* is available with an optional chrome stand.

To contact Dynasoft at its new facility, write Route 6, Box 227, Ozark, MO 65721, or call (417) 485-2800.

Check Yourself backs AIDS seminar

Check Yourself, Inc., New York manufacturer of *Better Safe* condom vending machines, sponsored an attendee at the National Association of School Health Teachers national training conference on September 12 at California State University, Long Beach, Calif.

The conference was titled "How to Teach AIDS in the School Setting, K-12". The attendee sponsored was Kenneth Packer, health education consultant to many school districts in the New York state area.

Check Yourself, a not-for-profit corporation, supports AIDS-related education and research programs and donates a percentage of its condom sales proceeds through its Check Yourself Foundation.

According to William Wolfe, founder and executive director of Check Yourself, "One of the biggest problems in dealing with AIDS in this country is the vast amount of misinformation that seems to prevail. By providing Mr. Packer with a grant to attend this conference, we feel

WAMO president Ralph Fleege, left, with Wisconsin State Senator William Te Winkle and Richard Watson.

WAMO starts support program

The Wisconsin Amusement and Music Operators, Inc. (WAMO), has introduced a support program that requires each WAMO member to pay a $5 surcharge on every new piece of equipment or kit purchased from a Wisconsin distributor after September 1. All funds collected will go to legislative initiatives and help hold the line of member dues. All purchasing information will be held in strictest confidence.

At the association's August conference in Manitowoc discussions included the topic of ethics and morality in business. Wally Bohrer Jr. of Hastings Distributing in Milwaukee, incoming AMOA president, proposed a review of the current code of ethics in force for members of AMOA.

WAMO members at the conference agreed the code should be published in the September WAMO newsletter and studied by the membership. All WAMO members are encouraged to comment on the code and whether it could be a model for WAMO.

Senator William Te Winkle (D-Sheboygan) was a conference guest. He outlined legislation that would gain attention in the coming months, including the lottery and possible tax revisions.

WAMO's legislative committee met in September to furnish drafting instructions to attorney Jim Hough and lobbyist Tom Coenen for legislation to clearly define cranes and allow their use in the state of Wisconsin, providing the games meet pre-established criteria of operation. In another legislative matter, the committee considered the drafting of legislation to legalize video games of chance, based on existing law in the state of Minnesota.

ALL CRANE OPERATORS

GRAYHOUND is now supplying Premium Specialized pre mix assortments for all type cranes, manufactured or in use today. Grayhound realized that there was a need for better prize assortments for all type cranes in the market place. Our variety changes every week on a Regular Basis. Call today to increase your crane income.

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GRAYHOUND CRANE SUPPLY DIVISION
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305-923-5815 Ask For (Gary or Agnes)

OUR PRIZES ARE THE BEST IN THE INDUSTRY !

that we can all benefit from the information, updates, and materials that he will come back with."

Packer has assisted in the publication of three brochures, prepared by Check Yourself, that will aid the education process in schools and community groups. The brochures are: "AIDS and the Single Adult," "AIDS and Women," and "AIDS and the College Student."

In an agreement with Fairleigh Dickinson University of New Jersey, Check Yourself has installed its *Better Safe* condom vending machines on three of the university's campuses. Part of the agreement with the university is that 20 percent of the condom sales proceeds will be donated back to the school, through the Check Yourself Foundation, to be used by the university for educational programs on AIDS. In addition, five percent of the sales proceeds will be donated to national AIDS research programs.

"We have taken condoms from out-of-the-way drugstores right to strategic areas on the college campus where the ease of accessibility will increase the likelihood of students to use condoms," stated Wolfe. "We can run public service announcements on AIDS, we can hold community forums on AIDS, we can give classes on 'safe sex,' but unless condoms are displayed, available, and become a part of our lives, there will still be hesitancy in using them. And in the case of AIDS, one moment of hesitancy can be fatal."

Check Yourself employs a vending machine/public service concept and offers a breath alcohol scanner that allows tavern and club patrons to check alcohol levels before leaving. To date, 27 percent of all proceeds from these machines have been donated to alcohol abuse programs. According to Wolfe, the company has spent over $1.2 million in its fight against DWI in public service announcements, breath-analyzers, and contributions. Students Against Drunk Driving (SADD) was one of its first beneficiaries.

Now that AIDS is such a treat to society, Check Yourself has made their vending unit and donations to AIDS-related research a priority.

Anyone wishing to obtain one of the three brochures from the company can direct copy requests to: Michael Fontana, Vice President, Check Yourself, Inc., 55 Hudson Ave., Freeport, NY 11520; 800/962-1002.

Corsaro joins Seeburg Corp.

Nick Corsaro, an industry veteran of 15 years, has joined Seeburg Corp. as regional sales manager.

MUSIC AND GAMES

Nick Corsaro

Corsaro began his career in the coin-op entertainment industry in 1973 with State Sales in Baltimore, where he became vice president of sales.

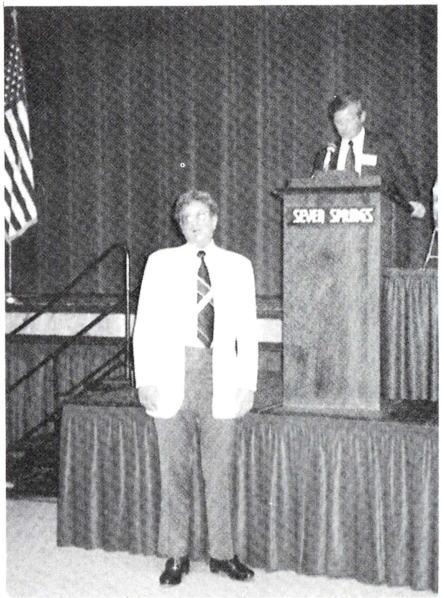
Corsaro really enjoys his work, remarking, "I don't know of any other industry in which I can have as much fun. If you enjoy your job it's not work."

Corsaro can be reached in Baltimore at (301) 675-6212.

Pennsylvania operators recovering

Lou Georges and Sam Strangis of Pennsylvania are both recovering from stays in the hospital.

Georges, president of the Pennsylvania Amusement and Music Machine Association (PAMMA), was recently admitted to Allegheny General Hospital's Trauma Unit after suffering a serious back injury in an automobile accident. He will remain a patient for several weeks. Get well wishes may be sent to Lou in care of his daughter, Suzanne McWilliams, 619 Brookline Blvd., Pittsburgh, PA 15226. Please do not send anything to the hospital.



Lou Georges

Strangis underwent cataract eye surgery and is now recovering at home and doing well. Wishes for his speedy recovery may be sent to Sam at his home address: 419 Beckman Drive, McKeesport, PA 15132.

Patton joins Bob Snyder

Roy G. Patton has joined the consulting firm of Bob Snyder & Associates, Inc. Patton has 25 years experience in the area of alcoholic beverage/liquor control regulations. He was formerly with the California Alcoholic Beverage Commission. Company president Bob Snyder noted that Patton's experience and insight into gambling and amusement issues in beverage licensed locations has already been a tremendous asset to Bob Snyder & Associates since coin-operated games in lounges and restaurants is an expanding market, encompassing additional regulations.

Williams appoints Mountain Coin

Marty Glazman, vice president marketing and sales for Williams Electronics Games, Inc. announced the appointment of Mountain Coin Machine as a distributor of Williams products in Denver, Colorado; Phoenix, Arizona; and

Finally, There's Software That Does What YOU Want.

In 1981 we wrote the first computer program for operators because we thought you'd find it useful. We're pleased you did. Over 500 operators put the OIA program to work tracking equipment and measuring profits and return on assets (ROA).

But things have changed since 1981; its tougher to make a healthy bottom line in the amusement business, you own more types of equipment, and computers have gotten more reliable and more capable.

So there was only one thing for us to do. We took out a blank floppy disk- and started over.

Introducing...

THE PROFIT! CONTROL SYSTEM: Software that delivers the bottom line.

Here is software for your microcomputer that helps deliver profits to your bottom line. It's not a general accounting program. It's a system for you if you manage any kind of revenue producing equipment (arcade or route). It makes each piece of equipment and each location a profit center and it focuses on ROA, collection histories, transfer dates, and meter readings.

You'll find new reports with more information and new sort options that let you analyze your business in different ways. You'll find the new Profit! Control System fast, reliable, and easy to use. It even recognizes cost-of-goods so it can track your product vending equipment.

SO, ITS ANSWERS YOU WANT?

Reports are designed to answer key questions you have about your business. For example, you get a Summary Income Statement which shows the performance of your entire operation after each collection. Revenue Reports give you extensive collection history and include two cumulative registers for each machine. Profit Reports show all expenses, profits, and the ROA for every machine and every location. Coin Reconciliation Reports help you maintain security by showing you all overages or shortages after each collection.

And then you can print exception reports using any of 12 sort options. Get a list of equipment with the best improvement (or worse decline) in revenues since the previous collection. Compare the performance of all equipment of the same name or type. Print a report of all non-profitable or negative cash flow equipment. You'll have all the answers you need.

IT'S THE SIMPLEST SOLUTION.

And getting the answers is no great effort. Installation is quick and using the program is easy (there are help messages on the menus). Entering collections is simple; equipment transfers, different token rates, and minimums are no problem.

And you never have to write another collection report by hand. Collection forms list all equipment at each location and include any percentage split to be paid to locations.

WHAT YOU SEE IS EXACTLY WHAT YOU GET.

We have available a Demo Package which has fully functional software and includes the 70 page Operations Manual. Order it and you can see the features, make sure of the compatibility, and practice using the software before you decide to buy. The Demo Package only costs $10.00 and we'll give you credit for it when you order the Profit! Control System.

YOU'LL ENJOY READING THE FINE PRINT.

Compatibility: MS/DOS compatible for popular systems like IBM, Compaq, Tandy, Leading Edge, etc. based on 8086, 80286, or 80386 microprocessors. Operating System: Requires MS/DOS (or PC/DOS) 2.0 or higher. Language: Compiled QuickBasic by Microsoft. Memory Requirements: Minimum 256k with two floppy disks or harddisk. Printer Requirements: 132 characters per line capacity in standard or compressed print. Continuous paper feed recommended. Capacity: Limited only by disk storage space. Practical limits are 50 to 5000 pieces of equipment. Support: Free telephone consultation; on site consulting, training, and installation available.

BOY, HOW WE DELIVER.

All orders shipped within one business day. Demo Packages are mailed. U.S. purchases are shipped prepaid UPS COD Blue Label. Foreign inquires welcome.

WHATEVER YOU DO, DON'T PAY MORE THAN $375.00.

Put this package up against anything else on the market- you won't beat our combination of features, quality, and price. And $375 is all you'll pay- you get credit for the demo and we cover the freight.

HOW TO ORDER:

Call (703) 434-1781 or use the order form below. We'll send the Demo Package immediately and bill you the $10.00 charge. Call again to place your order.

REQUEST FOR DEMO PACKAGE

Name ____________________

Address ____________________

City ____________________

State, Zip ____________________

PRIESMEYER & ASSOCIATES
1218 Windsor Road
Harrisonburg, VA 22801

The Profit! Control System: Software that delivers the bottom line.

Albuquerque, New Mexico. Glazman said of the appointment, "Williams welcomes the opportunity to work with the Mountain Coin organization; their appointment will strengthen the sales of Williams products and result in increased service to our customers."

Mountain Coin's three offices are located at the following addresses: 345 W. 62nd Ave., Denver, 80216, (303)427-2133; 2632 N. 37th Dr., Phoenix, 85009, (602)269-7596; and 2910 4th St. NW, Suite E, Albuquerque, 87107, (505)345-7706.

IMA coming in January

The IMA Trade Fair in Wiesbaden, Germany is set for January 27-30, 1988 at the Frankfurt Exhibition Hall. Amusement machines and automatic vending machines will be displayed on two separate floors.

IMA premiered as a European trade show in 1980 and has developed into one of the largest on the continent. Attendance at the 1987 show topped 13,000.

Increased emphasis is being placed on automatic vending machines this year to match the trend toward smaller appliances for the quick snack. In the amusement area, the trade fair will feature a special show, "100 Years of Coin-Operated Machines."

For more information, write Heckmann GMBH, Kapellenstr. 47, D-6200 Wiesbaden; (06121) 58 04-0.

Tekbilt moves

Tekbilt, Inc. of Pennsylvania has moved into new and larger headquarters. Please make a note of this new address in order to void any delay in product shipments or information.

The new facility address is: 2517 Wyandotte Road, P.O. Box 337, Willow Grove, PA 19090-0337; (215) 657-8585.

Ernest Telecom has service program

Ernest Telecom, Inc. of Norcross, Ga., manufacturer of coin-operated pay telephones, offers a customer service program to assist in everything from installation to troubleshooting.

The program begins with a full-day training session to familiarize customers with their new equipment and includes a staff of customer service technicians to help diagnose and correct problems in the field, extending through dispatching "loaner" parts to keep equipment operational when a customer's part needs repair.

These sessions are held in the company's facilities in Anaheim, Calif. and Norcross, Ga. The sessions provide hands-on experience in programming, servicing, and troubleshooting. By day's end, the company technician leading the session has reviewed every aspect covered in the 32-page manual that comes with each pay phone purchased.

Clients experiencing problems in the field may call a toll-free number to the company's technical staff for detailed consultation and diagnosis.

For more information on this customer service program, contact Ernest Telecom, Inc., 6475 Jimmy Carter Blvd., Suite 300, Norcross, Ga 30071; (404) 448-7788.

RSROA plans conference

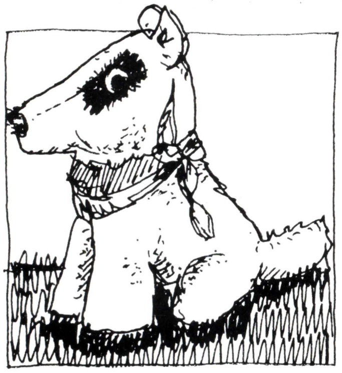
The Roller Skating Rink Operators Association (RSROA) is planning a conference for members of the Society of Roller Skating Teachers of America (SRSTA) at the Showboat Hotel in Las Vegas, December 11-14.

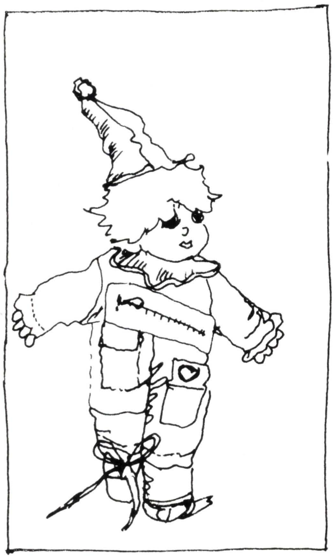
A trade show is set for the first evening as an opportunity to introduce new products, explain the technical advantages of equipment, and discuss its application for competitive and recreational skaters.

ACME show sponsors, American Amusement Machine Association and Play Meter Magazine representatives met with show manager W. T. Glasgow, Inc. representatives in Reno to discuss plans for the show. From left, AAMA executive vice president, David Weaver; Play Meter's editor, Valerie Cognevich; W.T. Glasgow, Inc., ACME show manager, Bill Glasgow and ACME account executive, Judy Novak study the floor plan for the ACME show to be held in Reno, March 11-13.

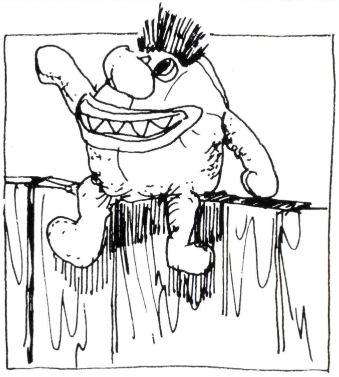
Brady Novelty

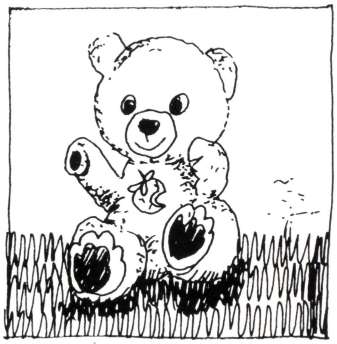
1415-B Crossbeam Road Charlotte, N.C. 28217 704-525-8130

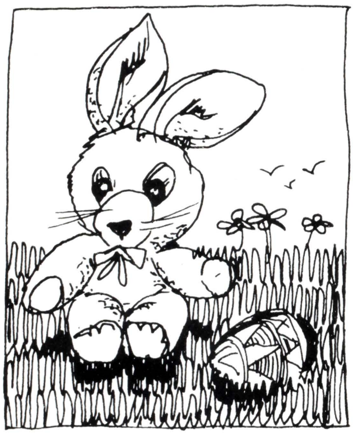




8650C
Large Hardface Learn Doll

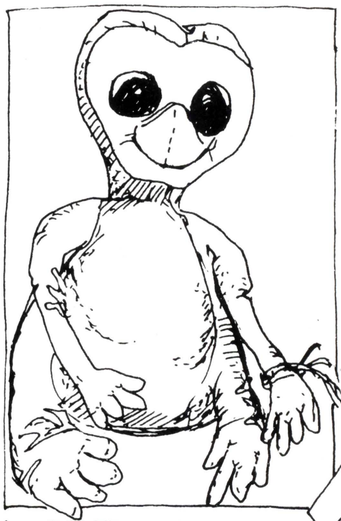


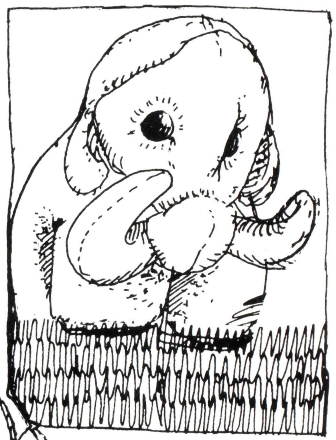




E060
Bull Terrier w/Scarf

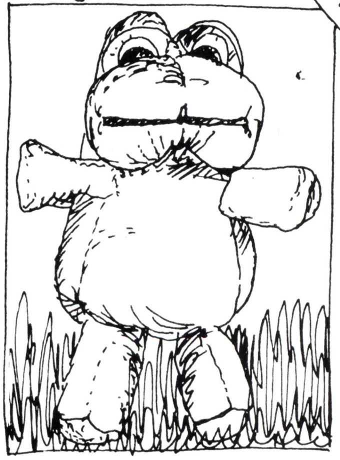
5617
Mouse/Rabbit Assorted Colors





B5442
Assorted Colored Fruit Bears

050-291
10-6672 Dinosaurs



E042
4 Assorted Hot Colors Monsters

047-003
Vinyl E.T.'s

E045
Large Standing Frog

Save money... time... warehouse space

Let Brady Novelty take the worry out of your Crane Prize assortments. We stock over 200 quality plush toys up to 32 different items in each mix.

We can create custom mixes.

Let us give you a quote on your volume needs.

To order, call **Brady Novelty...**
Service, Quality and Value.
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Brady Novelty Gives You The Choice

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AAMA activity report

Protect Program

At its September 3 meeting in Chicago, the AAMA board of directors initiated its AAMA-Protect Program, a plan for the positive identification of printed circuit boards for the purpose of eliminating counterfeit and parallel imported boards.

The program provides for the issuing by the association of serially numbered stickers to be sent to Japan for placement on legitimate boards destined for the U.S.

The board also joined with AMOA to develop a National Jukebox Week. This effort will require considerable work in Washington, D.C. to get the necessary legislative backing to make the week official.

Distributor concerns regarding warranty service were also considered at the meeting. Distributors have encouraged the manufacturing community to note the true cost incurred by distributors to provide warranty service. Distributors made suggestions inlcuding one that manufacturers supply a greater number of replacement PC boards and more technical documentation to distributors.

New member companies were welcomed into AAMA, including Roth Novelty Co., The Valley Co., Bird Distributing, Kramer Manufacturing, and Mondial International Corp.

A code of ethics was unanimously accepted. This code expresses the pride of membership in the industry and the association and pledges members to conduct their businesses in an honorable and forthright manner.

The board confirmed appointments to AAMA committees: Dues--Peter Feuer, Merit Industries; Membership--John Blouin, James Industries; Joint Venture (ACME)--Bill Cravens, Capcom, USA; Enforcement and Polaproof--Bob Lloyd, Data East USA; Market Development--Bill Cravens, Capcom USA; Pinball Contest--Marty Glazman, Williams Electronics, and Jon Brady, Brady Distributing.

Amusement Machine Sales Index

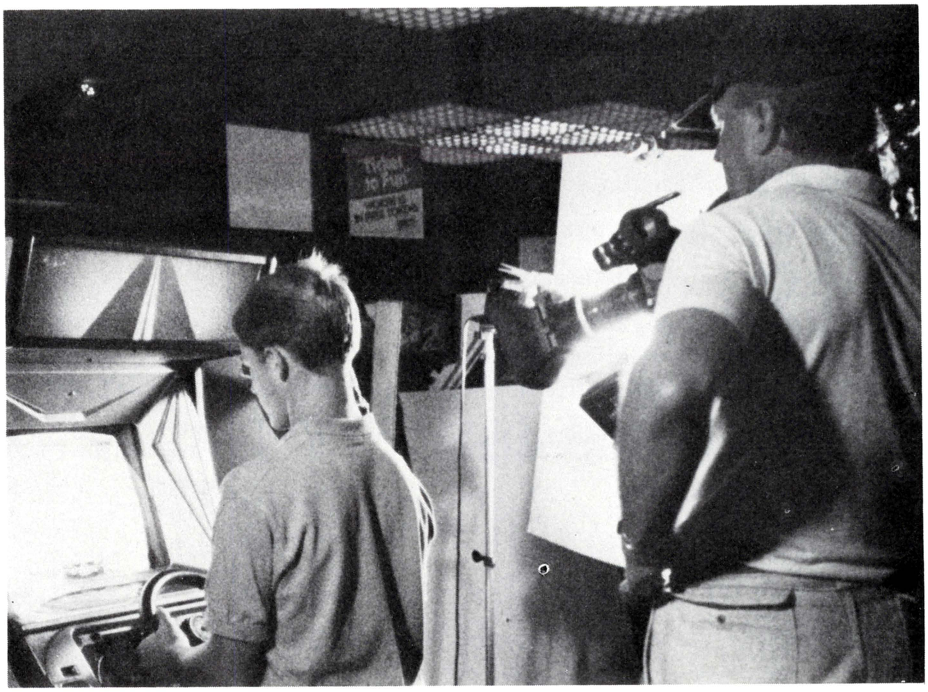
AAMA strongly supports the Amusement Machine Sales Index-AAMA's ongoing statistical survey of seven major product categories within the industry. According to Frank Ballouz, AAMA president, "The board feels that AAMA can provide a valuable service to the industry by providing ongoing statistical data."

The board recognizes that some firms are reluctant to participate because of concerns for confidentially. AAMA has published "Eleven Questions and Answers About the Amusement Machine Sales Index" that reflect the most frequently asked questions when firms are considering to participate or not.

The board expressed appreciation to the 24 firms who have either already provided confidential information or expressed willingness to do so. These firms are: American Shuffleboard, Bally Midway, Coin Machine Distributor (New York), Drews Distributing, Dynamo Corp., Grand Products, Imagination Leisure, Johnston Products, Loewen-America, Merit Industries, Mini Speedways, Premier Technology, Rowe International, Sega Enterprises, Skee-Ball, Sunn International, Sun Corp. of America, Taito America, Tornado Table Soccer, The Valley Co., Videobox Networks, Video Vendor, Viking Sales Group, and Weight Check.

Public Service Spots

AAMA is working with Mothers Against Drunk Driving (MADD) and has released a 30-second television public service announcement that takes place in an arcade. The goal is to portray the coin-op amusement industry and its products in a favorable light while striking a blow

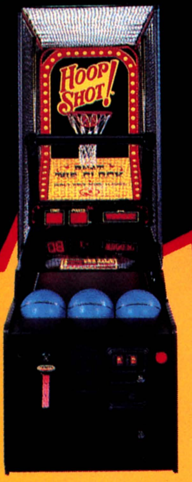


A scene from AAMA's new 30-second public service announcement.

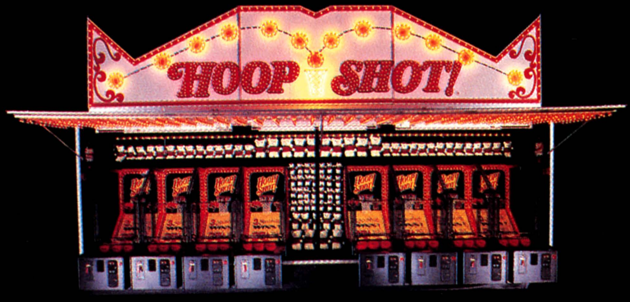
★ ★ ★ ★ AWARD WINNING COIN-OP & MIDWAY ★ ★ ★ ★

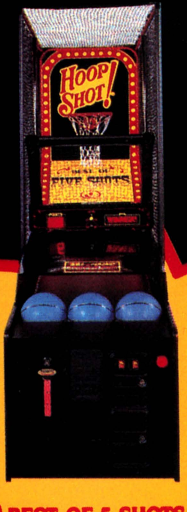
SPORTS GAMES

ACTION PACKED ARCADE & MIDWAY GAMES



BEAT THE CLOCK

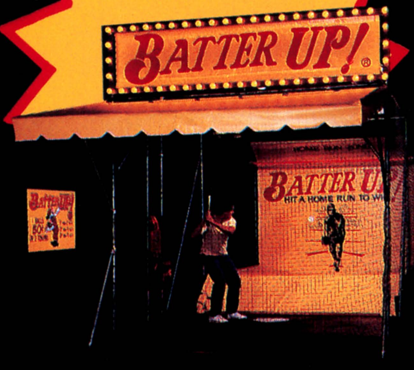



HOOP SHOT!
BEST OF FIVE SHOTS

BEST OF 5 SHOTS

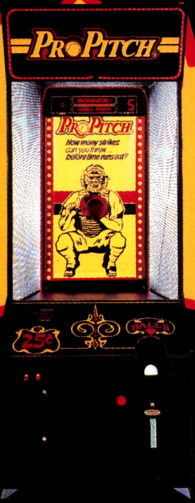
DELTRONIC
• TICKET DISPENSERS
• ELECTRONICS
SOUTHERN
TRAILERS

AWARD
WINNING
TRAILER
MOUNTED
HOOP SHOT!
6, 8, & 10
Player Models


BATTER UP!
BATTER UP
HIT A HOME RUN TO WIN

New!

SEE
BULLPEN
at AMOA
and IAAPA
NOV. '87


PRO PITCH
PRO PITCH
How many strikes can you throw before time runs out?
25¢

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against drunk driving by teens.

The filming took place in Aladdin's Castle at the Spotsylvania Mall in Fredericksburg, Va. AAMA's David Weaver worked with a number of member firms on the project. Mark Whittaker, national sales manager of Bally Midway, originally proposed the concept and script for the spot and participated during filming.

The spot is built around Sega's *Out Run* video driving game. While the narrator draws a distinction between games and real life, the viewer is shown a teen entering an arcade, looking at the games, and selecting *Out Run*. The camera looks over the young man's shoulder for clips of the game's action. Sega allowed the game to be shown without credit to Sega or identification of the game. Look for this spot being distributed nationwide to member stations of the National Association of Broadcasters.

Dollar Coin Legislation

The goal of replacing the U.S. one dollar note with a successful one dollar coin may be closer following the introduction in the U.S. House of Representatives of HR 3348--a bill designed to do just that.

A press conference on September 29 included both the key sponsors of the House bill and sponsors of a similar bill later introduced in the Senate October 1.

Backers of the bill stressed the difference in the life span of a dollar note versus a dollar coin (a note lasts about 18 months while a coin almost 20 years). This fact would save the federal government approximately $117 million yearly, according to legislators.

The proposed dollar coin would carry the likeness of Christopher Columbus and would be an excellent way to celebrate the 500th anniversary of the discovery of the New World. The elimination of the need for expensive bill changers and resulting lower prices to consumers was mentioned. Visually handicapped Americans would benefit as well.

AAMA's David Weaver points out that the House bill calls for cessation of one dollar notes within 18 months of the new coin introduction, and the Senate bill calls for a study to determine the fate of the note. Weaver stated, "AAMA is convinced the dollar coin will only succeed if the dollar note is withdrawn."

Introduction of legislation is an important milestone, but it is really just the beginning of a lengthy effort. According to Weaver, "Now is the time for this industry to communicate directly and effectively with our elected representatives."

Look for operator thoughts on the proposed dollar coin in this issue's Ask the Operator.

Foundation Gift

The American Amusement Machine Charitable Foundation recently presented a gift of $30,000 to Misericordia/Heart of Mercy in Chicago in the name of Bill O'Donnell, honoree at the Foundation dinner during the ACME show this past March.

Misericordia/Heart of Mercy will use the gift to help build an independent living apartment complex to allow young adults with mental disabilities the freedom that most of us take for granted. Vocational opportunities will be available, including: a ceramic production shop, arts and crafts center, gift/thrift shop, dining/banquet hall, environmental services, and clerical programs.

Sister Rosemary Connelly, R.S.M., executive director of Misericordia, explained, "Each of these programs offers young adults the opportunity for productive work experience in the area where they have interest and talents. We are grateful to the many friends who help support our work programs."

The Foundation gift was made possible through the generosity and good will of over 600 coin-op amusement industry members who attended the March dinner. The Foundation is affiliated with AAMA and is organized to receive and administer funds for scientific, educational, and charitable purposes.

Bill Cravens of Capcom USA and the American Amusement Machine Charitable Foundation, presents a $30,000 check to Sister Rosemary Connelly of Misericordia/Heart of Mercy.

TOURNAMENT AND LEAGUE ACTION

U.S. Team Open Doubles in Size in 1987

The "United States Team Open" first held in Milwaukee, Wisc., in April 1979, under the direction of the National Pocket Billiard Association (N.P.B.A.), has become the hallmark for team eight-ball competition. For the past eight years, the hottest league pool players have converged in Milwaukee with the hope of being recognized as the best in league pool. They have also come after "A Pot of Gold Prize Fund" which has consistently surpassed its goal and paid out more than advertised. This year was no exception; prizes totaled over $95,000.

From left, William Suber, board of directors and member of the National Pocket Billiard Association; Douglas J. Opitz, past president and founder of Wisconsin Novelty Co.; Arthur J. Manske, president of the National Pocket Billiard Association.

Thanks to tremendous player support, along with generous sponsorship efforts of Mc Dermott Cue Manufacturing Co. and the Imperial Palace Hotel and Casino, the tournament was expanded this year to two divisions. The Eastern Division, held again in Milwaukee on April 3-5, drew 100 mens and 57 womens teams. From this field four mens and two womens teams earned a spot in the National Finals along with $1,400 cash to each mens team, $1,000 cash to each womens team; plus $600 airfare allowance and complimentary hotel rooms for all National Finalist Teams. The Western Division and National Finals was host to 106 mens and 41 womens teams. A National Individual Tournament with a mens and womens division boasting 110 percent prize money payout was also held in conjunction with the Western Division of the U.S. Team Open. Held at the beautiful Imperial Palace Hotel and Casino, this event turned into an eight-ball enthusiasts dream come true. The best players from all leagues across the United States were eligible to play. Global Billiards of Garden, Calif., furnished the 38 brand new coin operated tables.

N.P.B.A. credits the tremendous player support and participation to its unique and dynamic approach to meeting the pool players wants and needs. All pool players want a chance at a National Title and the U.S. Team Open has been recognized as a premier team event. Using N.P.B.A.'s scoring system, all teams have a sporting chance. The cost of entering and traveling to Las Vegas is another factor in expanding the tournament to two divisions. Both offer multiple team entry discounts, as well as giving all players the right to play on two different teams. This format instantly doubles the chance of winning, while holding player costs to an absolute minimum. This unique formula was first designed by the National Pocket Billiard Association in 1979.

Top honors and money was paid out as follows:

First Place Mens U.S. Team Open National Champions Title and $11,400.00 went to Arizona Eight-Ball Association's "Rack and Cue" Team from Tempe, Arizona: David Rhodes, Dana Hallet, Koos Keizer, and Rod(Babe) Thompson.

First Place Womens U.S. Team Open National Champions Title and $6,728.00 went to "Sportsmans's Bar" from New Glarus, Wisconsin: Peg Ledman, Dorie Warren, Debby Weber, Chera Caltagerone.

The Womens Individual Tournament and $1,200 was won by Karen Wold from St. Paul, Minnesota, who beat Darlene Stinson from Costa Mesa, Calif., who was awarded $700.

The mens Individual Tournament and $3,000 went to Louie Lemke from West St. Paul, Minn., who beat second place finisher, Craig Powers from Milwaukee, who took $1,200 in prize money.

Whether they won or lost, all the players agreed that they had a great time at the tournament and they look forward to next year's event which is tentatively scheduled for March 25-27, 1988 for the Eastern Division and June 1988 for the Western Division and National Finals.

Tournament dedicated to Douglas Opitz

The 1987 United States Team Open Tournament was dedicated by N.P.B.A. President Arthur J. Manske to Douglas J. Opitz, founder and past president of Wisconsin Novelty Co. Inc., Milwaukee, for his past support in the organization of The National Pocket Billiard Association and of tavern pool leagues. The N.O.B.A. Board of Directors felt that without the pioneering efforts and support of a man like Opitz, tavern league pool would not have progressed to where it is today. Opitz knew back in 1958, when Manske started America's first league, that tavern pool leagues were going to be a tremendous success. In 1964 Opitz knew that league pool would greatly help all those associated with the coin-operated business. Pool is now one of the most popular sports in the United States. Opitz's support has contributed in a large way to attaining this goal. Manske said, "Mr. Douglas J. Opitz on behalf of America's millions of pool players we thank you."

COINMAN INTERVIEW

BY VALERIE COGNEVICH

Dick Hawkins

As Dick Hawkins ends his whirlwind year of travel, travel, and more travel as AMOA's president, we managed to corral him for a very enlightening interview. Dick was instrumental in the formation of the VNEA pool league program and is probably one of the largest participants in that program. He is now going after darts with the same vengeance and intends to be as successful with that. He has a genuine love for this industry and that is quickly evident when you talk with him. He counts many, many operators in different states as fast friends. There will be many that will miss seeing him at state shows, me included.

Dick, president of D & R Novelty Co. in Rochester, Minn., remembers very well where he was the day John F. Kennedy was shot in 1963. Dick had just officially become an operator with the purchase of seven machines from an operator who had gotten sick. His company grew over the years; he has bought out, at last count, about 35 different operations. There are two offices with a third outlet used for service only. D & R, run by Dick and his brother David, employs about 40 people including Dick's wife Patti, who is a collector for the company and his son Mike who is running the dart leagues. However, Dick points out that Mike started working about as soon as he started to walk. He started at the bottom sweeping floors, then worked in the service end, collection routes, driving trucks, and anything else that had to be done.

This sounds like a good place to start. Since your son is now involved in your business, what do you think is the best way for offspring to enter a business?

You can't run a business if you don't know anything about it. I can send you to school and buy you a book but the practical aspect of the business has to be learned from the ground level up. Most successful people in this business have worked it from the start.

What were your goals when you started your term as AMOA president and are you satisfied with what's been accomplished?

That's a real mouthful. Two years ago AMOA became a marketing entity. Prior to that it had been a political association and a trade show. When we took on the task of forming the National AMOA Dart Association and promoting our products for the first time we became a marketing entity. One of my primary goals is to develop that concept. This is where the majority of our membership realizes direct benefits. When they take advantage of programs that are

"In the last couple of years I think we all have realized that there are other things in this business besides video games."

available to them it shows in their cashboxes. As a trade show association or a political association some of our membership has a tough time realizing the benefits because they don't see the results in the cashbox immediately.

Another program I especially am proud of is the promotion of the jukebox. We have had several meetings already discussing ways that we can promote the jukebox and bring it back before the public so the perception of the jukebox is brought to the forefront.

Isn't a jukebox week part of your plans for promoting the jukebox?

We would like a jukebox month! However, I have an idea it will end up being a jukebox week. It hasn't been read into the congressional record, but we met with Senator Kastenmeier in Washington D.C. who is authoring the bill for the Berne Convention Treaty. He told us what needed to be done. He liked the idea since 1988 is the 100th anniversary of the jukebox. The first one went on the street in San Francisco in 1888. He gave us the rules we need to follow to get this put into the congressional record; we need to have two-thirds of the senate and 218 members of the house sign on this bill and then the president will issue the proclamation for national jukebox day or week. We can get it done but it will take a lot of work on the part of everyone in this industry. They will have to ask their own senators and representatives to co-sponsor this bill.

What would you suggest to people in this industry if they want to help. Should they write to their senators and representatives asking for support?

Most definitely. They can't do it yet because we don't have the mechanism in place to identify the program. Hopefully, before the first of the year we'll have that mechanism in place. The most opportune place for operators to enlist the support of their representatives would be at the Washington Conference in May. They can go right up on the Hill and ask the man personally to help. However, if they can't join us in Washington, yes, make a personal phone call, a personal visit when he's home, make a phone call, or write a letter. If, by some chance, it is not read into the congressional record, the president of AMOA can still declare national jukebox week for our industry and we'll proceed ahead on that basis. I want to see the best possible promotion for the jukebox and national recognition would be the best. With the advent of the fern bars, as I call them, people started using background music. But music is a saleable product just like bread and butter. We shouldn't give it away.

How significant is the jukebox portion of your business?

Right now it is about 15 or 20 percent of my business.

Has that remained steady throughout your career?

It was declining in the last 10 years. We were taking marginal boxes off the street, especially when the copyright fees came in. I can honestly say that in the last two years we've started seeing an increase in our music because we got back into the music business. When the videos came in, we ignored the jukebox which had really built our business. In the last couple of years I think we all have realized that there are other things in this business besides video games. The mainstay of our industry is the jukebox and to get back to that kind of thinking we need a well-rounded table of products.

What about the compact disc jukeboxes?

I've got to be honest, I only have one out. I guess I'm going to get in trouble with this one, but you and I both know that all manufacturers will be at the AMOA with their versions of the CD boxes. CD music amounts to almost 25 percent of the general music market. That's an impressive number. Now what is it going to do in the jukebox industry? My prediction is that the CD box is here to stay. It is also going to give us the opportunity to change our pricing. That will be the single greatest benefit to us. So I guess I'm going to say that in the next 10 years the industry will be changing over to CD boxes.

Will all the new technology and the increased publicity and awareness cause the performing rights societies to try and get even more money from you guys?

I think the performing rights societies, without even taking compact discs into consideration, believe they should have more money out of the box whether we promote it or don't promote it. I don't believe I'm talking out of school here, they just want more money--period. If I was on their side I would probably be looking for ways to increase the revenue, too. I don't agree that the present agreement we have is working, though. It is a poorly written law that needs work so that everybody wins, although win is a poor word. Survive is a better word. Everybody wants to survive.

I always had a real problem with what ASCAP claimed to be the number of jukeboxes out on the street. Why wasn't that point focused on more since the present $63 fee would be $50 *if* registrations were up? Do you think the numbers were fair?

What you are saying is that ASCAP was out there saying there were 350,000 to 400,000 jukeboxes and AMOA was saying there were only 225,000 to 250,000. I honestly don't know. We have talked about somehow getting a real listing of the numbers. The problem is that there are quite a few location-owned boxes and a lot of people that won't answer any survey. How we determine for real, I just don't know.

But it really isn't fair to lump those mom-and-pop locations with their own jukeboxes together with legitimate operators. Those locations are not the ones that ASCAP should really be concerned with. What it amounts to is penalizing the operator.

I don't know how we ever will resolve it. The performing rights societies go after the operator simply because he is the easiest one to find. Going out there to find the one jukebox stuck in a back room is just not feasible. I definitely don't believe there is anything like 300,000 boxes out there. I hear the same thing from operators all over the country; they have their back rooms full of jukeboxes they are taking off the street. Locations are remodeling and eliminating the jukebox opting for background music. Just suppose there were 300,000 jukeboxes out there and, of course, that's a greatly exaggerated number but suppose there were. That means there are 200,000 jukeboxes not registered. That tells me one thing--the law, as it is written today, does not work. And if the law doesn't work, the people who wrote it have a responsibility to their constituents to fix it so it does work. That's the key; if it doesn't work, fix it. If there is going to be compliance, it should be 100 percent, not 33 percent. It's not fair to us who do buy the licenses.

Very briefly describe how the Berne Convention Treaty could adversely affect jukebox operators.

It was established in 1878 and almost all countries adhere to that treaty except Russia, USA, and China. I don't understand all the points of it but affecting the jukebox industry there is one provision that addresses the foreign works we play on the jukeboxes. Senator Robert W. Kastenmeier, chairman of the judiciary subcommittee, has written a provision into the law should it be adopted that would supposedly protect the mandatory license that we presently pay on music originating in this country. But we would be required to negotiate with all foreign works on an individual basis and that's where the hooker comes in. Let's say we have the Beatles come along again. We would have to negotiate on an individual basis for the right to play their music. So we would have a two-tiered system; we would be playing original works from this country on the $63 fee and we would have to negotiate to play foreign works. We could be talking $300 per year for those. What bothers me is that right now there are no provisions in the Berne Convention Treaty that allow a certain country such as the U.S. to make deviations. So even if Senator Kastenmeier put it into law, and I thank him for giving us the consideration, there are no guarantees that once it was signed into law that it would be upheld if it was challenged in the courts. Then we could lose everything. Not only would we have to negotiate for foreign works but also for our own works of music. That would be absolutely disastrous!

Although we tend to look at this only from the coin-op industry's point of view, obviously it would benefit someone or the U.S. wouldn't be considering it. Who is for it and why?

There are several groups including the U.S. Chamber of Commerce and the National Association of Manufacturers and others whose works are widely used outside of the U.S. The exporters of copyrighted works want to get paid for their materials used outside the U.S. Right now, although there is a copyright law, the enforcement is very poor. AMOA's lobbyist, Bob Wilber, read these statistics which the late Malcolm Baldridge quoted in testimony expressing the support of the Reagan administration to adopt the Berne Convention Treaty: "According to the International Intellectual Property Alliance, in 1985 the copyright industries lost in excess of $1.3 billion through piracy in only 10 selected countries." So it puts it in perspective for us to see the reasons some large powerful groups are backing the adoption of this treaty.

Although the jukebox is understandable as a target of AMOA's marketing arm since AMOA was formed over jukebox issues, why darts?

Darts is a game that needs to be promoted. And it needs to be promoted through leagues. It's an interaction sport between players and it just happened to be the one that was most obvious. I was involved in the development of the Valley National Eight-Ball Association (VNEA) that has been very successful for operators that chose to participate. Dart leagues are similar.

What do you say to operators that say, "Sure Dick Hawkins can do that; he's a big operator but I'm just a small operator."? Is it as important for small operators to be involved in league programs?

To the small operator I say this: it is of greater importance for them to be involved in leagues whether it be in pool, darts, shuffleboard or whatever, than it is for a big operator. Anyone can go out and buy new equipment, it's available to all of us. But to the small operator, who knows his customers and has that personal rapport, it is so important to him. It secures locations like nothing else can.

Is it hard to start a league program?

The operator must make a commitment for a lot of personal hard work. That's the problem with most operators, big or small, not wanting to make that personal commitment to go out and get it started. Our pool leagues started with six teams, 14 years ago. That's all I could get and the only way I got them was by going to personal friends that were accounts and telling them what I had in mind. They looked at me like I was about half goofy.

As a comparison, how many teams do you have now in your pool leagues?

Between pool and darts we have close to 700 teams this year. You multiply that by four or five people on a team plus subs, and I believe our mailing list is over 5,000 people. That translates into direct dollars in the cashbox. Players not only play darts or pool but also the jukebox, the pinball, and everything else. The key, though, is really the location because when the players are there, whether it's in New Orleans or Rochester or wherever, they spend money at the bar. They ring the cash register for the location. And the location doesn't have to share that revenue with us. The only benefit we get from it as an operator is the added revenue in the games. That's the only place we win and that is where we want to win.

When you first started, could you see the results right away?

Honestly, not right away. Before it really became financially beneficial we were four years into the program. The amount of time you spend on it is very intense, very demanding so for the first years you are in a building stage. You are putting more in than you are taking out. But after that point it starts to show benefits in the cashbox and expanded customer base--the guy next door that you have been wining and dining all these years but he's had his own equipment, finally rolls over and becomes your customer when he sees that you are going to ring his till. And that's what he wants, to hear that cash register ring seven nights a week instead of two nights a week. On Friday and Saturday nights most have a full house. But to fill up six or seven nights a week you have to be promoting, you've got to be marketing your product. Whether it be in the coin machine business or whether you're marketing whiskey or if you're selling hot dogs you have to market it. You've got to bring the people in. The bowling industry is the best example I can think of. The bowling industry would be nothing today if it wasn't for the organization of leagues. I'll be honest, that's where I got the idea for leagues. I looked at what the bowling industry did and felt we could do that with pool.

Since you pointed out the parallel to bowling, didn't the creation of leagues help to upgrade the image of bowling and isn't it also true of pool and darts with leagues?

It absolutely had to. You have the housewife, the working man, the white collar man, the attorneys, the doctors, all coming together for a sport. It is the same with the leagues we operate, whether it be pool or darts. I've got doctors, businessmen, construction workers, housewives, single young people, and even the mayors of several towns participate. It's fun when we have our annual D & R Star league tournament at the end of the league season. We bring all of our teams in for an annual invitational tournament. There you get all walks of life from the leather and chain and motorcycle guys to the people walking in with a suit and tie. They are all there to play the sport.

Since you have been promoting this dart program all over the country for AMOA this past year, what are some of the excuses you hear from operators about why it just won't work for them?

I often hear that Dick Hawkins is in Minnesota and it works up there but hey, I'm in Nashville, or I'm in New Orleans, or I'm in Florida and it's different here. I don't believe that and I never have. I'll give you a good example of someone who said it wouldn't work. Earl Gill who is the chairman of the vending committee for AMOA invited me, Doc Ringo, John Estridge, and Ross Todaro to Arkansas to go duck hunting. We went to a little town called Brinkly, Arkansas. A jukebox operator down there named Brian Duke took us to dinner one night and we all went hunting together. Of course, we got to talking about leagues and the first thing Brian said was that he just didn't see how it could possibly work in Brinkly. The last night we were there Brian and I went out and visited with a couple of his accounts and before the evening was over we had a meeting set up to discuss forming a pool league. Three weeks after I left Brinkly last fall they had a pool league representative up and running. I saw Brian three months ago and he now has three leagues and he said, "Dick Hawkins that was one of the best things I have ever done." Already he has others talking to him about joining his leagues this fall. He has customers that he hasn't been able to get for the last 20 years talking to him about putting in his equipment. It just took off and yet he had been under the opinion that leagues just wouldn't work in his area. Leagues will work every place as long as the operator wants to make it go. Richard Scheer in Oakland, Calif., sent one of his men to Rochester to go through the program, see how it works, and actually worked right along with us. He took what he learned back to Oakland and Dick Scheer will tell you it's working very well.

Now another excuse is that the operator's customers are different or they have a transient trade. I can't believe

Darts...

Electronic darts are being touted as the most important development in years for coin-operators in the amusement & music industry. Why? Because dart games on location attract regular — even loyal — players. In short, a potential year-round bonanza!

By encouraging player interest in darts — primarily through leagues which have been the mainstay of pool and bowling for years — operators can significantly expand income opportunities!

What Is AMOA Doing About Darts?

The Amusement & Music Operators Association has formed the AMOA National Dart Association. Its sole purpose is to increase operator and player interest in competitive dart teams and league activity nationwide. To this end, it sanctions players sponsored by AMOA National Dart Association member operators. It also has developed standardized rules & regulations — including handicapping criteria — to provide equal competitive opportunity throughout the country. Additionally, each spring it sponsors the AMOA National Team Dart Tournament to recognize the best teams and players. And it has produced an operator's handbook — as well as a video and cassette tapes — on "How to Organize Dart Leagues."

To join the AMOA National Dart Association an operator must first be a member of AMOA.

AMOA: Working for You!

For more information on the AMOA National Dart Association — or AMOA membership, programs and services — call or write today!

Amusement & Music Operators Association
111 E. Wacker Drive
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everyone moves in and out of an area all at once and it just becomes a desolate no-man's land. There must be someone that lives there on a year-round basis.

Another excuse is that the ethnic groups don't want to socialize together or be involved with each other. I hear this often and though I haven't had much experience with that we do have some Mexican locations that we don't have any problems with. Most people, whether they are black, white, green, pink, or whatever color, are basically good people. But if that is a problem, form an ethnic league. There has got to be a way.

You happened to be in Brinkly for Brian but what about other operators? Is there someone at AMOA who will help them get started?

When it comes to darts we have Joe Conway in Milwaukee, Wisc., who is the executive director of the dart program. His purpose is to assist people in putting dart leagues together. If anyone wants to call me, I'll help them. The hardest thing is putting in the extra time that it is going to take. I appreciate the fact that most coin machine operators are busy, we're all busy, but there's the old saying that busy people get things done.

Parallel imports is a controversial topic in the industry right now. AMOA came out with a position paper condemning them and then soon after you took the office of president, the paper was revoked. Did AMOA's position change or was the first paper introduced prematurely?

AMOA developed a position paper two years ago stating that illegal imports and parallel imports were both illegal. I feel that there was not enough research put into that particular paper. We took certain individuals at their word without following through to find out for ourselves what was fact and what was fiction. Though it was after the fact, some of our members chose to follow up and find out for real what is happening. Senator John Chafee from Rhode Island introduced a bill into congress last year (Senate file 1097) that addresses the subject of parallel imports into the United States. In his opening remarks he says that in this country operators and distributors are being charged 25 to 40 percent more for product that is being sold in other parts of the world. Foreign firms doing business in the U.S. see us as a very lucrative market. Because of the way the copyright and trademark laws are written, these firms see that they can get higher prices for their goods here than anyplace else in this world. A parallel import is nothing more than a used car. It's a new car that was sold into another market in the world and then brought into this market as a used one. These boards are being manufactured by the same company that licenses the game into this country. They are manufacturing the product offshore, licensing it into the U.S. through legitimate distributors, and then selling additional product out their back door to other sources and allowing it to come into this market at a lower price.

It sounds like there should be some way to stop it over there before it becomes a problem here.

I think there is, too. To me challenging the U.S. operator for buying a parallel import is like cutting your yard with a pair of tweezers. It just doesn't make sense.

How does AMOA stand officially on the subject?

AMOA is encouraging its operator members to comply with the law at all times. If they have questions with the copyright laws of this land, they should address them to their senators and representatives in Congress. AAMA is aware that AMOA is looking very seriously at this subject. It is a problem that has to be addressed and solved so we can get on to something else.

We have told AAMA that one way to solve the problem is through pricing with their manufacturers offshore. I think there are too many other things that need to be addressed other than parallel imports. The present way we are approaching it seems to be a short term deal. It needs to be solved properly. Anyone interested in this subject should read the congressional record dated 4/27/87 page S-5524. One last note is that AMOA is planning a seminar that will try to present all sides of the issue. I would encourage all operators to come.

Dick and Patti Hawkins in Florida at one of the many state association meetings they attended this year.

KNOW YOUR LEGISLATORS

[Recognizing the importance of being involved in political issues, the Ohio Coin Machine Association sent the following guidelines to its members. But, after looking it over, we realized that it is too good not to share with others. We called OCMA for permission to reprint it for all of our readers. Listen, your businesses are influenced and affected by politics and government, maybe even more than you realize. It's up to you to get involved. The states that keep on top of what is affecting our industry are the states that have a chance to fight detrimental laws. Many times, those laws are not passed thanks to the clout of the state association which is only as strong as its members' support allow it to be. So, get involved. For those who would like to but don't know where to begin, read on; this article is for you. Thanks OCMA for sharing this. Also, I would like to add that the AMOA Washington Conference is one of the best opportunities this industry has to show Washington what we're all about. Next May will be the third annual conference and it should be a record attendance. Please think about participating; it's your industry and you can make a difference.]

The most effective contact YOU can make with YOUR state senator and state representative is on the local level (i.e., in his or her legislative district).

Here are a few suggestions that may be of value to YOU as Ohio Coin Machine Association or other state associations move to develop a fully cohesive and coordinated legislative program:

1.Take time to get acquainted with YOUR state Senator and State Representative (e.g., stop at their local office, invite them to visit your facility, phone for an early appointment, etc.).

2.Become familiar with your legislators' priorities (e.g., if you read or see a statement issued by your legislator(s) call/write/visit them to offer your support and encouragement. (Do NOT just call/write/visit when you need or want something.)

3.Arrange a joint breakfast or luncheon session with other association members to show the spirit of cooperation and concern that exists among us.

4.Get to know your legislators' administrative assistant, secretary, etc.; they can be very helpful when you are unable to reach your legislators. (In fact, you can get much basic information (e.g., copy of the proposed/enacted legislation, date/time/place of committee meetings, etc.) without infringing upon your legislators' time--thus saving your direct contact for more vital items.)

5.Organize your facts and discussion points beforehand as vague generalities "hurt the cause"--no matter how worthwhile.

6.Finally, let's not overlook the basic courtesies such as the "Thank You" note when your legislator advocates/supports your position.

If you take these few hints to heart, we can quickly get to the next phase:

1. Organizing letter writing and telephone calling campaigns.
2. Walking the legislative halls.
3. Developing legislative seminars, meetings, et al on an "as needed" basis.

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SUGGESTIONS FOR A PERSONAL VISIT WITH A MEMBER OF THE LEGISLATURE

There are times when a meeting with a Member of the General Assembly or their staff is the most appropriate action an individual or group can take in relation to a specific issue. Below are suggestions for how to make the most of a personal visit to a legislator's office.

Plan your visit carefully. Know what it is you want to achieve. Determine who, among the members, you need/want to visit and exactly what it is you are seeking, protesting, or sharing.

Make an appointment. Write or telephone to arrange a specific time for a meeting. It will be easier for the member's staff to make a decision about a meeting with you if they know in advance what it is you want; who you represent; what, if anything, you can contribute in the way of campaign support; or what you have done in the past to help the member.

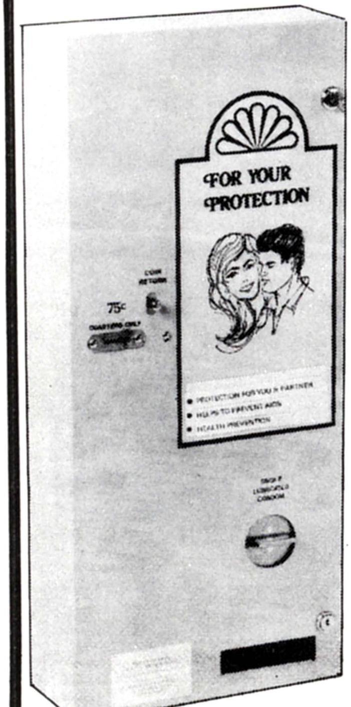
Be prompt and patient. After arranging a meeting time, be prompt. However, because of certain legislative activities, (roll calls, caucuses), some members unexpectedly have more in their schedules than will comfortably fit. They may be late or your meeting might be interrupted. When interruptions occur, be flexible. You may: wait, reschedule the meeting, or agree to meet with key staff.

Be prepared. Not only do legislators have hectic schedules, they often try to keep abreast of more issues than it is possible for one person to handle. Most members depend heavily on staff assistance. Members are not likely to know all the details of every piece of legislation; and, therefore, they value succinct statements or personal examples that demonstrate the particular contributions or negative impacts associated with a specific issue or piece of legislation.

Be political. Legislators are elected by a defined constituency; and they want to be known for representing the best interests of their House or Senate district. Wherever possible, demonstrate the connection between your position or what you are requesting and the interests of the legislator's constituency. Describe to the legislator how you or your group can be of assistance now or in the future. Ask for a commitment or response.

Be responsive. Try to answer every question posed by the legislator or his/her staff. If more information is requested, promise to send it. Follow up the meeting with a letter of thanks that outlines the different points covered at the meeting, items of agreement, next steps, additional information required, and any materials you promised to send.

When addressing correspondence to a Senator or a Representative, always precede their name with "The Honorable" in the address. Begin your letter with "Dear Senator (insert name)" or Dear Representative (insert name)."



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Mountain Coin Hits The Links!

Operators and distributors will go to any lengths to have a day off, usually to play golf. So why not make it official decided Mountain Coin Machine Distributors of Denver when it declared, in a fit of whimsy and perhaps figuring it should have been done 62 years ago, the First 62nd Annual Mountain Coin Open!

A crowd of 44 vending and game operators gathered at the Hyland Hill golf course in Denver on August 6 for the competition. According To Rich Mazone of Mountain Coin, "operators scrambled off the tee at 11:30 a.m. The best ball format made it fun for all."

A cocktail party followed, complete with prizes and awards for first, second, and third place; also "longest drive" and "closest to the hole." The party was hosted by Mountain Coin, Automated Products, Nintendo of America, and Romstar, Inc. Plans are already underway for the Second 62nd Annual Open next year.

First place winners.

The motley crew.

Some classy linksters.

Rich Mazone of Mountain Coin.

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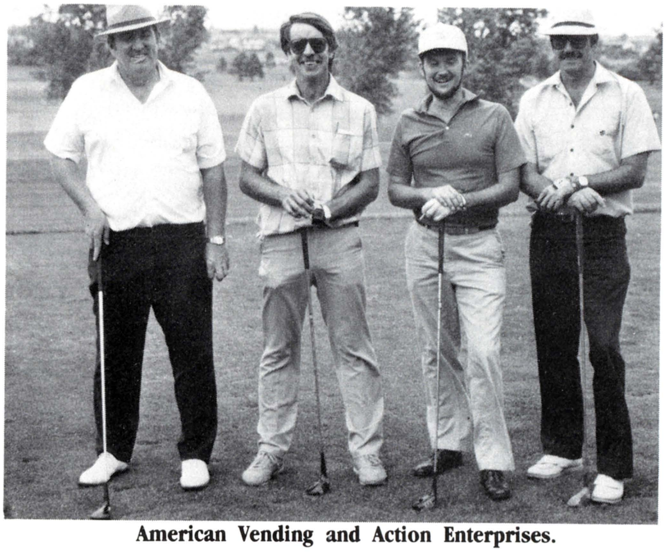


American Vending and Action Enterprises.

COMPANY PROFILE

A REVOLUTION IN THE COUNTERTOP MARKET

Mike Pace and his Atlanta-based coin-op game manufacturing concern, U.S. Games, Inc. are determined to revolutionize the market by replacing old countertop standbys with higher-earning products.

There's something about the nature of the countertop game market that can make those manufacturing for it as well as those operating in it complacent. At least that's the opinion of Mike Pace, President of U.S. Games, Inc. of Atlanta. Pace believes the countertop market has been sleeping for the past couple of years and he's out to wake it up.

"One of the best things about operating countertop equipment is also one of the worst," Pace told Play Meter. "The games are designed to last, in play appeal and construction. But that tends to make everyone too complacent. Too often, manufacturers, operators, and location owners assume that from the time a game has been assigned a spot on a bar, all you have to do is empty the cash box and wipe the fingerprints off the screen every once in a while."

Pace admits to being a primary perpetrator of that misconception. As co-founder of Digital Controls in 1980, he built and marketed *Little Casino*, a pure amusement video card game that created an eager market for amusement-only countertop products and earned him recognition as the "father of the modern countertop market." Most of the more than 20,000 *Little Casinos* Digital Controls sold are still on location, still working flawlessly, still earning on the average of $50 a week.

U.S. Games, Inc. President Mike Pace takes a break from developing a new game for *Super Duper Casino* to handle some administrative duties.

"It's understandable that operators have been hesitant to replace a game that never breaks down and that, long after paying for itself, continues to produce regular weekly earnings," Pace explained.

That feeling has permeated the countertop manufacturing community, Pace charged. "There hasn't been anything very exciting for the last few years because manufacturers have felt that the countertop market was saturated."

Yet in September of 1986, Pace opened the doors to U.S. Games to build countertop games.

"The challenge of this company will be to design, manufacture and market a new generation of countertop equipment," he announced at the opening, "games that will be strong enough to replace the games currently on location."

PACE THE INNOVATOR

When Pace founded Digital Controls in 1980, he teamed up with Mike Macke, who now presides over his own Atlanta-based manufacturing company, Gamemasters. But when he announced the opening of U.S. Games, Pace was alone at the helm. To accomplish his goals, he had decided, the new company needed to be directed with a single-mindedness, which meant he would not only manage the company's direction but develop and design its products. And so Pace is president of U.S. Games as well as its chief engineer.

Pace first captured the interest of the electronics world at the age of 16 by designing one of the first laser scanner and light show productions for Six Flags Over Georgia, an entertainment park near Atlanta. Two years later, in 1976, he built and sold one of the first programmed telephone soliciting devices. In 1978, he developed a "counter" for Coca-Cola to simulate the number of Cokes being consumed around the world. The device is still on display at the Georgia World Congress Center in Atlanta. Later he designed and built computers and developed interactive videodisc systems.

THE GAME

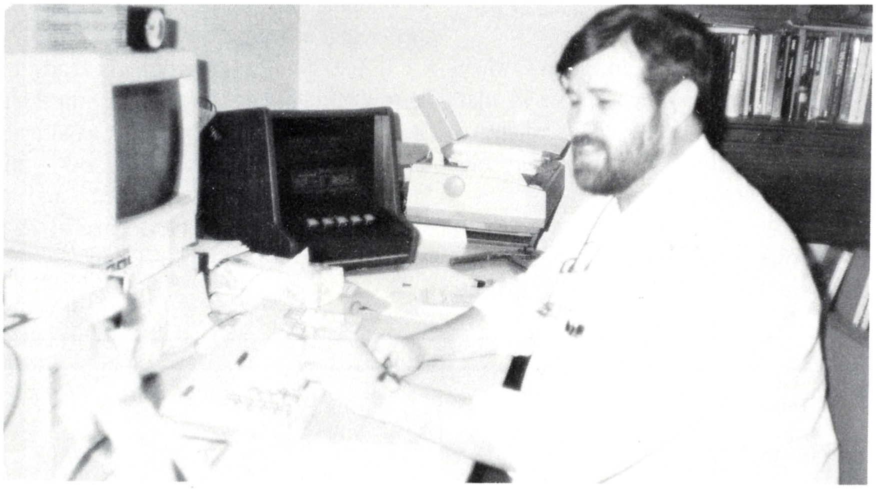
Six months after U.S. Games opened, in March of this year, Pace's promise of a game to revolutionize the countertop market was fulfilled with the debut of *Super Duper Casino*. Like *Little Casino*, the new product contains the traditional countertop themes--draw poker, craps, black jack. Additionally, *Super Duper*

Casino offers players a selection of other countertop favorites--*Sex Trivia* and *Wizard of Words*, which is based on the Wheel of Fortune concept popularized by the TV game show. And beyond those, *Super Duper Casino* includes an action video game, *Brick Break*, a paddle game offering several different screens and levels of difficulty.

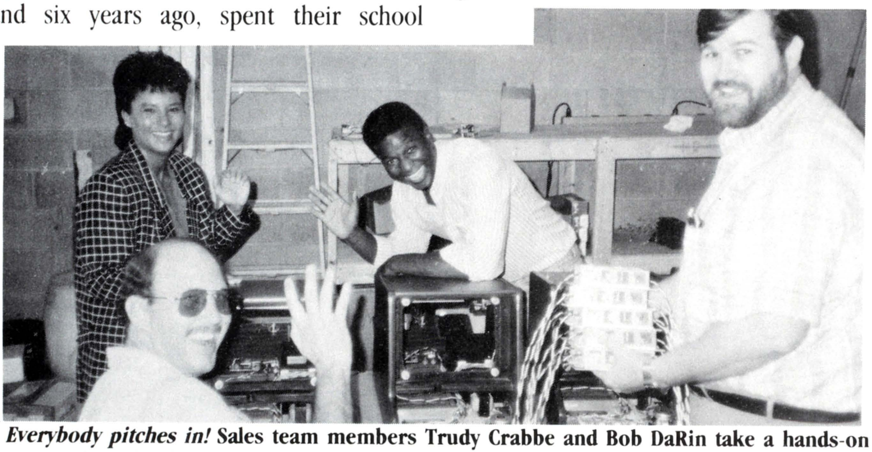
"*Brick Break* represents a departure from what most believed countertop equipment should be," Pace noted. "We thought it necessary to let players play the games in a leisurely fashion--you know, sip a drink, talk a bit, and then play the game. But we found out differently. There is now a call for action games in countertop equipment."

Pace reasons that many players now old enough to spend an evening bellying up to a bar are the same folks that, five and six years ago, spent their school lunch money playing shoot 'em ups at the nearest arcade. They are the video craze kids grown up and they are accustomed to, and still enjoy playing the fast action games.

Randy Staton is "on the phone again." As vice president of marketing, Staton considers himself "an interface between the customer and the company. It's not only my job to make sure our customers get the games they order in a timely fashion, but to ensure they get the support they deserve after the sale."



Randy Jarrett, vice president of engineering, dedicates his day to enhancing and refining U.S. Games' products. "The best has to keep getting better," he explains.



***Everybody pitches in!* Sales team members Trudy Crabbe and Bob DaRin take a hands-on approach in the development of U.S. Games products. Here they spend time in U.S. Games' manufacturing facility with technician Lamark Hall (center) and vice president of engineering Randy Jarrett (right).**

MARKETING THE REVOLUTION

Putting multiple types of games into a single compact, contemporary machine has brought a new type of versatility to countertop play that has created interest wherever *Super Duper Casino* shows up.

"I don't want to make any specific promises about earnings, because every one knows that every location is different," Pace noted. "But we know that *Super Duper Casino* is significantly outperforming other countertop equipment. Once operators see the games in action, they're convinced about replacing their old equipment, either with a new *Super Duper Casino* machine or at least with a *Super Duper Casino* conversion board upgrade.

Marketers of countertop equipment in the early '80s most often had to find other means than the traditional distributor network to get their games in front of operators. Many of the games were dispersed through a network of so-called "dedicated distributors," who set up particularly to deal with countertop equipment, usually with a specific countertop manufacturer, to sell games to operators as well as to location owners in their designated territory.

But the success of *Little Casino* helped countertop games break into traditional distributor network and today Pace lists some of the nation's most established distributorships among his customers.

But he also believes that to

Trudy Crabbe handles purchasing and inside sales for U.S. Games. "My most important function is to ensure our customers get immediate attention when they are looking for sales or service assistance," she notes.

revolutionize the marketplace with *Super Duper Casino* he must first get the games on location, proving themselves as top earning games.

"In area after area, we have gotten the games on bars so operators and location owners can see the amount of player interest they're attracting. Once they see, they believe, and that's when demand for *Super Duper Casino* in that area begins to strengthen, that's when we realize our goal of replacing the old countertop games."

Other countertop manufacturers have been placing games on location as well, Pace pointed out, but not with what Pace refers to as "show and sell" intentions.

"Some countertop manufacturers have become big countertop operators," he observed. "They reason they have an edge competing with operators who have to pay retail prices for countertop equipment. But I believe in the traditional coin-op industry structure. If I can support the distributor and operator with good games, I will have a successful manufacturing company.

"I can't be an operator and still manufacture a good product. I need feedback from operators to produce the kind of games that are worth their price tags. I want to devote my time to developing and improving my games, not managing a route."

If the countertop market is ready for a revolution, Pace is the most likely to lead it. He certainly has the experience in countertop manufacturing and marketing to get one started. And in *Super Duper Casino*, he seems to have the product to make it happen.

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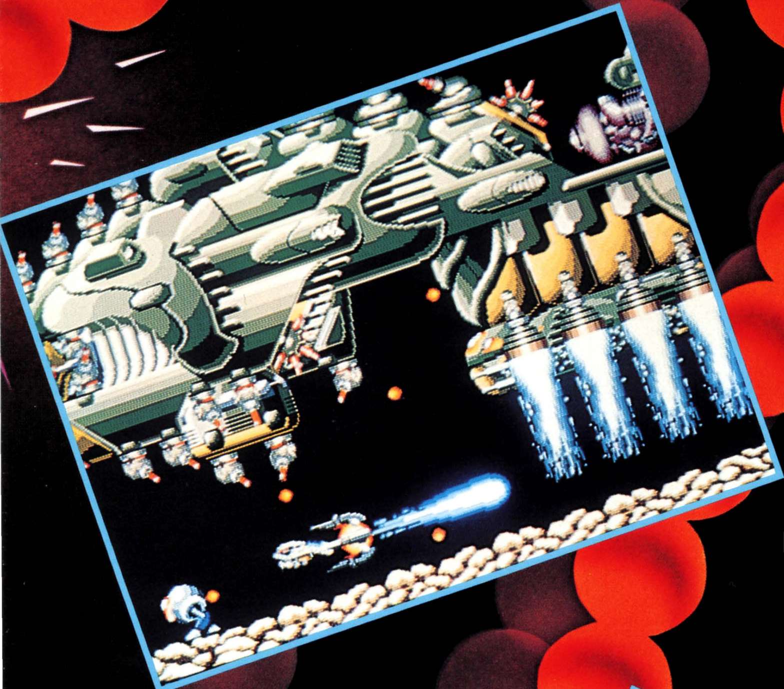

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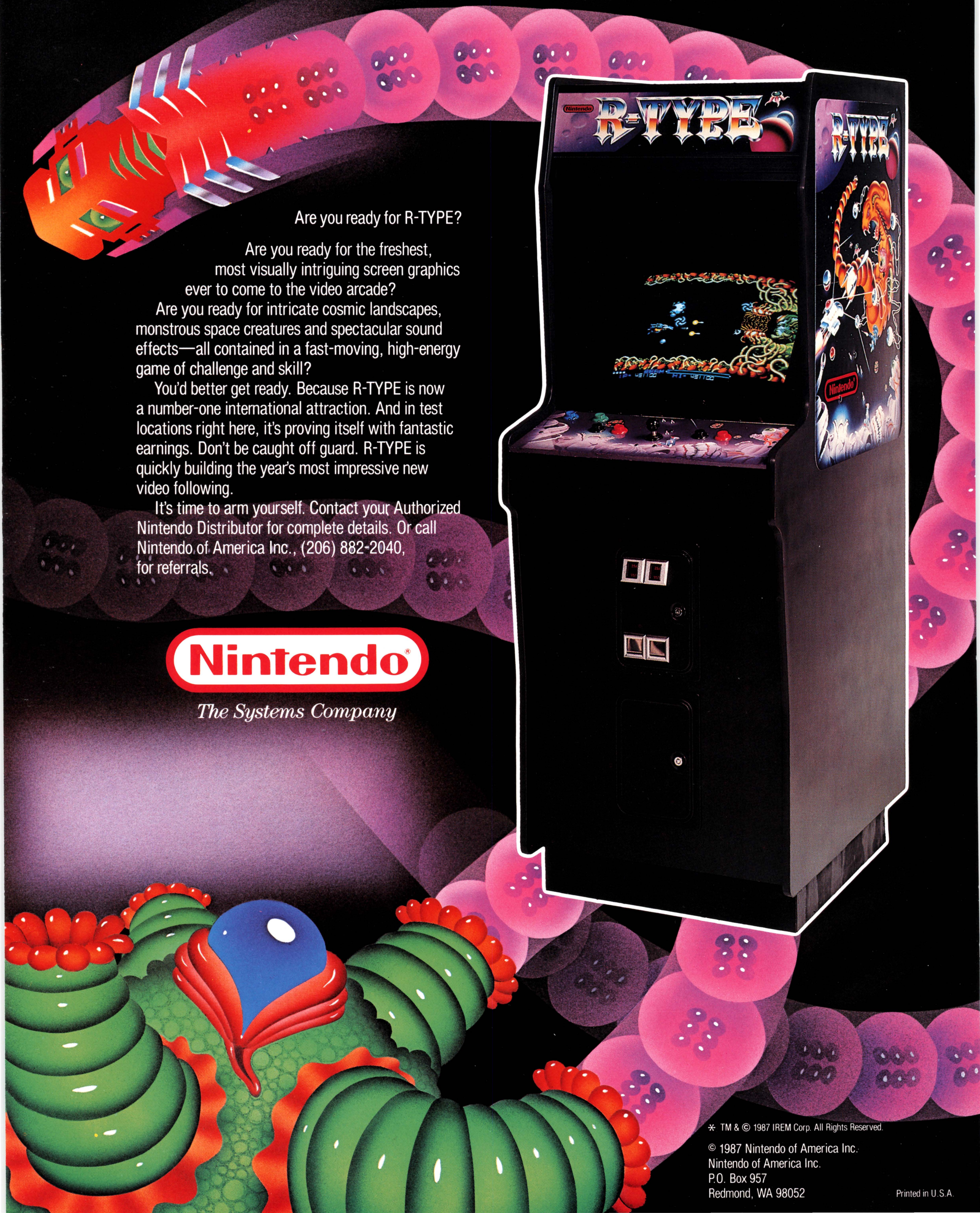

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TEN YEARS AGO

November, 1977 was a particularly significant time for Play Meter. In that issue, Play Meter proudly presented the first industry survey from the operators point of view. Editor and publisher Ralph Lally stated in his editorial, "I can proudly say that this is by far the most comprehensive and most significant survey ever undertaken by a trade journal for the industry. Rather than the opinions of manufacturers and distributors, the Play Meter poll reports facts and figures reported by legitimate operators from all across the nation."

And, of course, the issue featured those results. Titled "Mr. Average and His Operation" the article summed up the average operator in 1977. He was operating about 200 pieces of equipment, of which one-third was pinball, and one-fourth was phonographs; the rest was arcade pieces and pool tables. The three major complaints 10 years ago were greedy competition, locations demanding loans and better splits, and the high cost and low dependability of new equipment. Commenting on the quality of new games, one operator had his own theory about game designs, "I think a lot of the games are designed on Monday mornings when the engineers are still hungover from the weekends!" Phonographs were earning the most of any equipment at $46 per week compared to $44 per week for pinball and arcade pieces; pool was steady at $41 per week. And although one of the major complaints of new equipment was price, when it came to buying, the operator considered the distributor's repair service and parts department ahead of cost. In fact, of 900 responses, only one considered price over the other two.

In the operator survey, operators voted Bally's *Captain Fantastic* as the top earning pinball and Midway's *Sea Wolf* as the top earning video/arcade/novelty game for the previous year.

Play Meter called the 1977 AMOA a transition show. "What should distinguish the 1977 show from all the previous shows is that it will reflect more than ever before an industry in transition," noted an article entitled "Transition Show." The article went on to say that it was the first year that virtually everyone was coming out with solid state equipment. "And now even pinball, the old electromechanical standby, seems to have gone the way of the others," it said.

Roger Sharpe, Play Meter's own critic, introduced his book "Pinball!" 10 years ago. It was described as "a visual celebration of the phenomenon surrounding pinball." In his Critics Corner column that month he reviewed Williams' *Argosy*, "a little off balance in relation to previous Williams games of late;" Atari's *Airborne Avenger*, "get ready for Atari's *first* pinball machine since this one is head and shoulders over its predecessors;" and Stern's *Pinball*, "remember this from the September issue? Well, it bears taking another look."

In other news 10 years ago, Atari hosted a hospitality suite for convenience store owners at their annual show to interest them in video games; Sega reported its earnings and opened three new Sega Fun Centers; NSM and Loewen Automaten invested in a medical center where their employees could consult a doctor free of charge; C.A. Robinson held a service school; AMOA began offering a 10-day service school; and the Music Operators of Michigan were battling a proposed Detroit ordinance which would severely restrict pinball operators.

Play Meter's coinman was Garland Garrett, president of AMOA. The copyright law that we are all so familiar with now was just ready to go into effect. Besides answering the obvious questions concerning the jukebox license fee, Garrett also noted that in his travels to the numerous state associations, he observed that "Adversity brings about understanding and unity in people."

The new products featured in November 1977 included Dynamo's new fussball and pool tables; Atari's *Airborne Avenger*; Stern's *Pinball*; Sonic's *Jai-Alai*; Gottlieb's *Super Spin*; *Robocon* from Universe Affiliated; Specialty Entertainment's video kiosk; Seeburg's new *160*; and *Great White Buffalo Hunt* and *Spaceace* from Amutech.

KENTUCKY

A forward-thinking principal at Magoffin County High School in Salyersville has placed three video games in the student lounge to give students something to do between classes. The games were installed by a Hazard company. Proceeds are split between the operator and the school with the school's portion going to purchase school supplies. A jukebox will be added in the future. According to Daril Atkins, principal, "Going to school is hard work, and you get very few breaks." The games are seen as an incentive for drop-out prone students to stay in school.

Tom's Vending Co. of Hopkinsville has been purchased by six local businessmen, among them W.W. and John Crenshaw and the Morris brothers John Michael, Khale, and Ramsey. Crenshaw is president of Model Milk Co. and the Morris family owns H&M Vending Co. The purchase was an effort to keep jobs in Hopkinsville, where Tom's Vending has 20 employees to handle its full line vending service.

ILLINOIS

The only Photon game nationwide that has an age restriction is located in Palatine where village trustees are considering moving the age limit from 18 to 14. Youngsters 13 or under would be required to bring a parent or present a notarized permission slip to play the game.

The possible installation of 30 video games at the same location appears to be headed for longer discussion as village trustees are wary of game rooms.

FLORIDA

There's no doubt that video games are popular again. One example of the upswing in interest is the Pic N' Save Drug Co. store in Ormond Beach that is removing its in-store restaurant this month and replacing it with a 12-game arcade. In the same area, business is reported good at the Funtime USA Family Amusement Center in the Daytona Mall, a location with 55 video games.

Miami's Video Jukebox Network, Inc. has signed a consulting agreement with Communications Equity Associates, Inc. whereby Communications Equity will work to find cable operators and others to carry Video Jukebox's programming. Video Jukebox noted it will first try to expand its programming in Florida and the eastern U.S.

OHIO

Doug Young, son of Chuck Young of Cleveland One-Stop was injured while playing baseball and remains in a coma at Fairview General Hospital. The Ohio Coin Machine Association notes that cards may be sent to Doug at Fairview General Hospital, 18101 Lorain Ave., Cleveland 44111.

Eileen Gold, wife of Cleveland Coin's Ron Gold was severely burned in a freak accident while on vacation. She received several weeks of treatment at Metro General Hospital and is now continuing treatment as an out-patient. Cards may be sent to her home, 2885 Litchfield Rd., Shaker Heights 44120.

Diebold, Inc. of Cleveland, known for its automated teller machine, plans to market a videocassette vending machine to convenience stores, hotels, and supermarkets. Known as Video Vending Machine, it features an automated video library that holds 374 selections. Diebold indicates that marketing consultants predict an increasing demand for such self-service, card-activated machines over the next five years.

PENNSYLVANIA

Cash for trash! That's a new concept in vending machines developed by Philadelphia Recycling Partnership, designers of the Aluminum Can Bank that gives customers cash in return for aluminum cans.

It's actually a vending machine in reverse and a can't miss item eight feet high in bright blue. A large trash dumpster is inside. A conveyor belt, power blower, and magnetic roller are used to sort, crush, and weigh the cans. Thirty machines are operating in Philadelphia at present. Payout is 20 cents per pound of aluminum. It's estimated that recycled aluminum sells for $1,200 a ton, or a market value of 60 cents per pound, giving a 40 percent margin to cover costs and provide profit.

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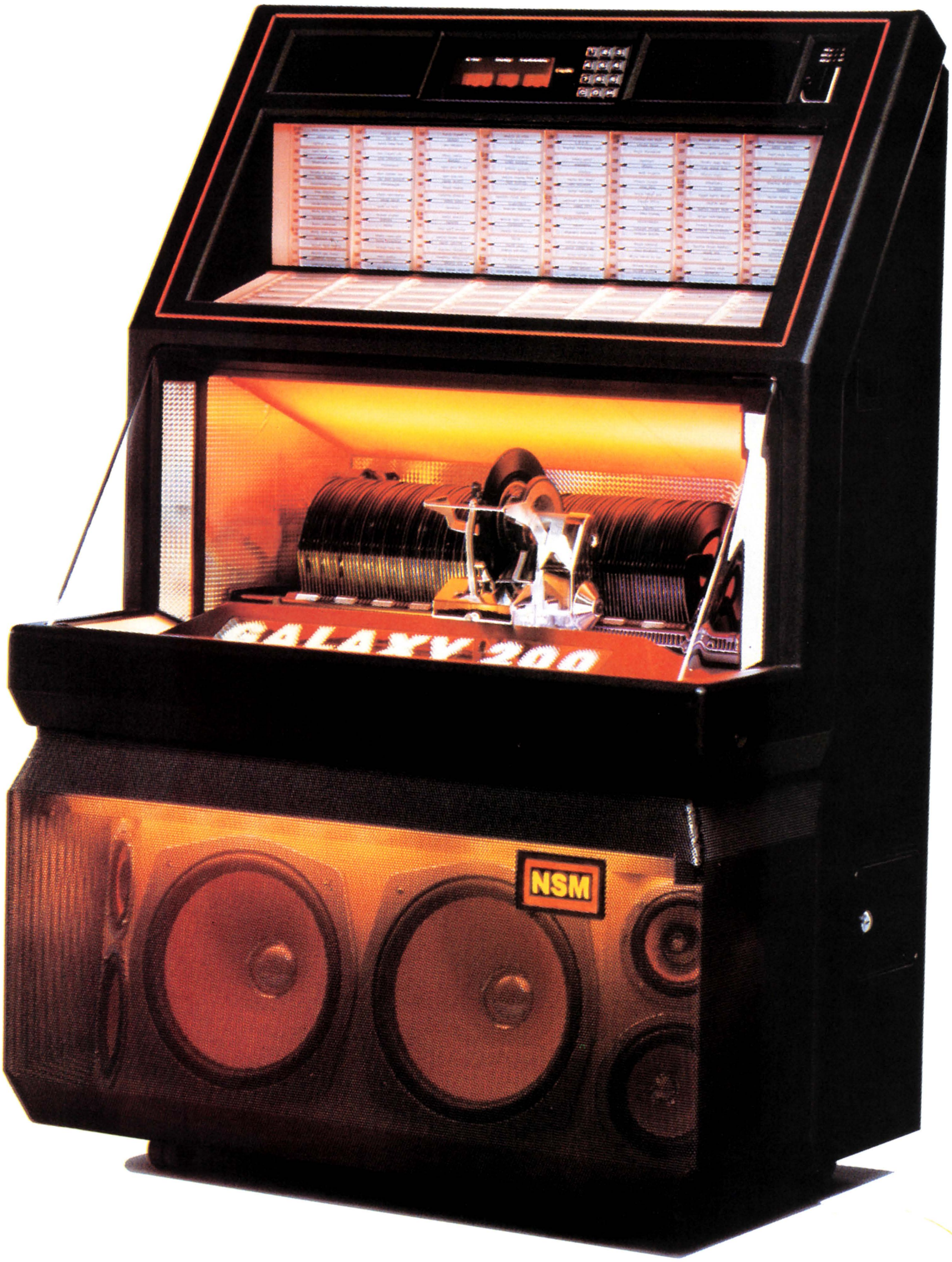

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MARYLAND

Entertainment spending has increased in Maryland, according to state comptroller Louis Goldstein, who recently reported that residents spent $340,825,280 on taxable entertainment during fiscal year 1987 (about 6.4 percent more than in the previous fiscal year).

Reasons cited for the increase included the turnaround in the popularity of coin-operated amusement devices and admissions to movies, shows, and exhibits.

COLORADO

The University of Denver has installed about a dozen condom vending machines in dormitories, public rest rooms, and the student center in an effort to help combat AIDS. It's part of a seven-step prevention and education program and expresses concerns for the health of students.

Several local colleges in Colorado presently sell condoms at the student health centers or in the campus bookstores. However, the ability to purchase condoms anonymously at any hour may encourage more students to take advantage of these protective measures.

IOWA

CD jukeboxes are making a splash in Iowa City where six tavern locations are reporting very favorable response from patrons; even cases where customers stood in line to play. Sound quality is listed as the number one advantage, but other plus marks are awarded for the ability to choose not only a hit single and the flip side, but other selections that never came out as a 45. LP's can be enjoyed in their entirety. Big band sounds of the past can be appreciated more through the CD jukebox sound system.

GEORGIA

This summer Georgia adopted a new state law that prohibits the sale of cigarettes or tobacco products to anyone under the age of 17. This includes businesses selling cigarettes and tobacco products as well as those with cigarette vending machines on location. Such businesses must post a sign, in a conspicuous place, that reads, "Sale of cigarettes, tobacco, tobacco products, or tobacco-related objects to those under 17 is prohibited by law." Any business that fails to comply or allows underage persons to operate cigarette vending machines on their property may be fined up to $300. The underage person will be considered guilty of a misdemeanor and must perform 20 hours of community service and attend a lecture on the health hazards of smoking.

There are doubts about the enforceability of this law, as it is possible for teens to get cigarettes from others. It does represent one more headache for operators of cigarette vending machines, who must place warning stickers on their machines. Studies have proven that most teens do not obtain cigarettes from vending units. Operators usually have such machines located in areas where teens do not congregate.

INDIANA

Following an investigation by the Indiana State Police regarding illegal gambling using 561 Deuces Wild electronic poker machines, Calvin Cannon and Ronald Davis were indicted by a federal grand jury in August. The investigation centered around activity in Madison and Marion counties.

The indictment indicated that portable video games were placed in taverns and restaurants where customers wagered quarters for a winning hand and a cash prize. The two-count indictment also charges violation of federal law that requires gambling devices to be registered with the U.S. attorney general's office. If convicted, Cannon could face seven years in prison and a fine of $255,000; Davis could face five years in prison and a $255,000 fine.

NORTH CAROLINA

Long live the jukebox! Collectors of classic jukeboxes can be found all over the country, and in Hickory, N.C. Jerry Pruitt and Steve Lail enjoy their musical treasures.

Jerry is Dr. Pruitt and keeps a jukebox in his dermatology office. He and his wife, Judy, love the classic look and have one Rock-Ola and two Wurlitzers--a 1015 and 1100. Steve once had five jukeboxes but sold three to get his Wurlitzer 1015. He enjoys the bright lights and moving parts that make these classic boxes so appealing.

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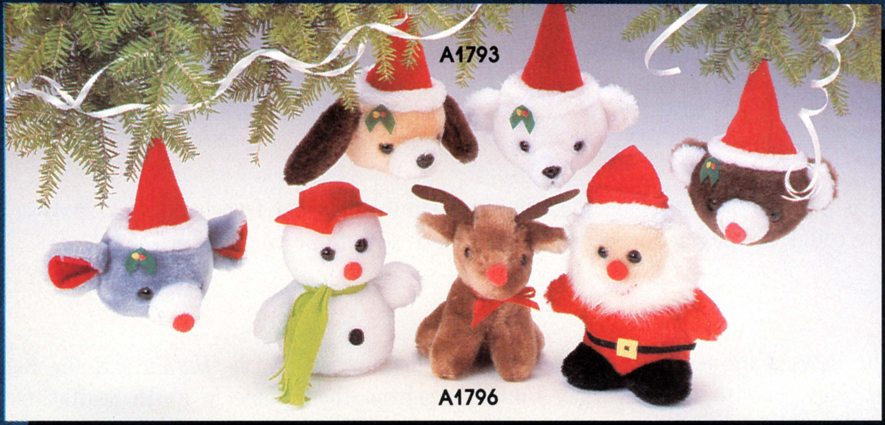
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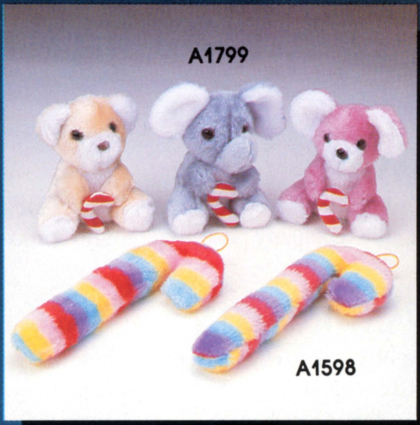
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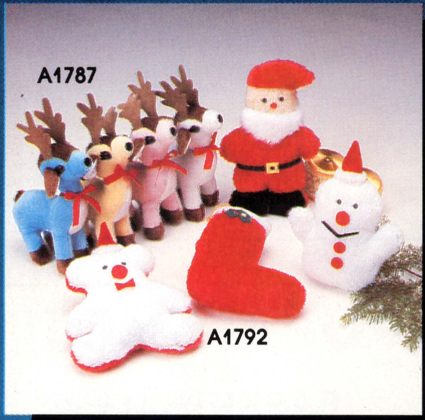
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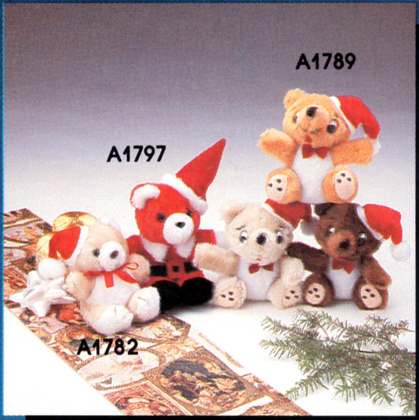
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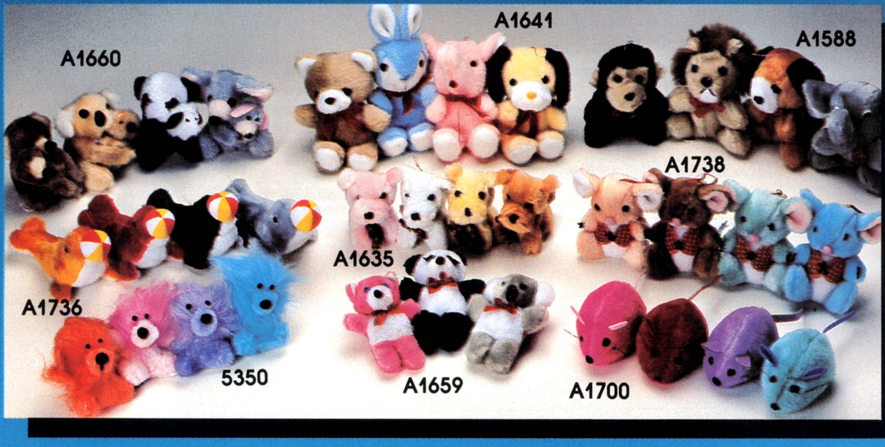
CRANE PREPACKS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MONTANA

The Helena city commission voted against a proposed downtown video arcade recently on the basis that it would not mix well with professional offices in the area. Businesses nearby expressed strong reservations about the arcade becoming a youth hangout and feared an influx of skateboards and bicycles on the sidewalk. The local businessman who applied for the permit to build his arcade in the basement of an office building had professed intentions of being a good neighbor to the other businesses.

IDAHO

Ore-Ida Foods of Boise will begin marketing a new vending machine that dispenses freshly cooked french fries. A spokesman for the company said the potato processor "could be placed anywhere you'd put a soft-drink vending machine."

WASHINGTON

Jukebox collector Mike Boute has been in the news a lot recently, featured both in the Everett, Wash. *Herald* and the Kent, Wash. *Valley Daily News.* Boute and his wife, Sally, publish the magazine *Always Jukin'* from their home in north Seattle. Over the years they have become known as authorities on classic jukeboxes. Boute has seven working jukeboxes and 100 in storage. He also has an extensive collection of original 45's. Plans for a jukebox museum are high on the Boute's list of priorities. Anyone wishing to contact Boute can write to him at 223 Yesler Way, Seattle, WA 98104.

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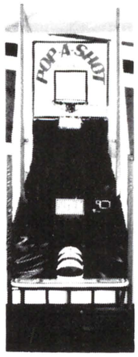

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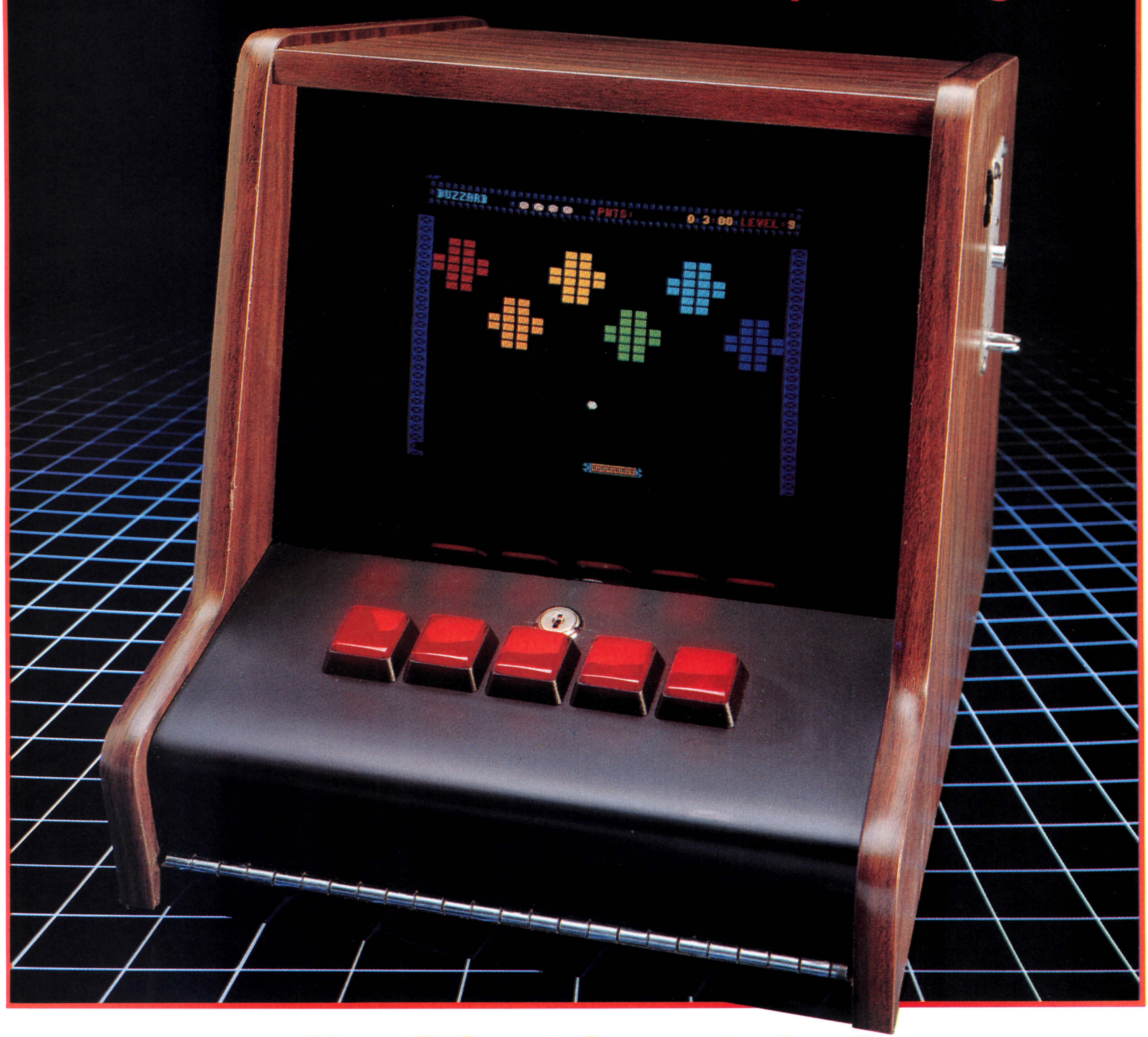

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FEATURE

HOMEWARD BOUND
Video game systems stage a remarkable comeback

By Roger Sharpe

If you visited the toy stores last Christmas, you discovered that beside the Teddy Ruxpin and other talking plush animal creations, the biggest seller of the season was a not-so-old favorite--the video game system. Led by Atari, Nintendo, and a late push by Sega, the excitement is definitely back for the game cartridge system. In fact, at the recent New York City Toy Fair, the major news stories seemed to revolve around this video game system revival.

Maybe this seems like deja vu and the fear that, just when you thought it was safe to venture out of the game room, there is now going to be another assault that could erode your market. However, the fears of the past shouldn't dictate the expected paranoia of the present. There were reasons why circumstances brought failure the last time around.

Many lessons were learned during 1981 and 1982; overexposure of an entertainment form and blatant saturation of a market with inferior products driving out the good, tragically impeded the progress of a growing technology. Today, conditions are different and so are the obstacles which must be circumvented to ensure long term success and growth.

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It's important for the coin-op industry to remain aware of what is transpiring in the home market, because the impact from home to arcade and back again is going to be interesting, not to mention the relationships that we see taking place between manufacturers in this industry and the toy and entertainment fields.

Developments are happening quickly to more firmly entrench the technology in the public's consciousness that, surprisingly, has managed to put distance between the past and present. In many ways the latest systems bear very little resemblance to the older models. Coleco or Mattel are no longer fighting to overcome Atari. Instead, Nintendo steadily built such an impressive momentum that it's almost overshadowing the two main competitors--Sega and Atari (or should we say the "new" Atari?)

The game systems are now a year-round phenomenon and not something that is promoted only during the fourth quarter to fill holiday gift-giving needs. And, as a complement to existing personal home computers, this new generation of product is delivering what many expected and felt they were promised seven years ago.

If the lessons have been learned from the past, the likelihood of history repeating itself is remote; unless greed and irrationality take over again. But times have changed and the audience today is much more sophisticated. Even in the coin-op industry, there has been less outrage against the home systems. Maybe because things have happened so quickly and even quietly, the concern has been minimal if not non-existent. And that may be the healthiest approach because of the market being appealed to with the new systems.

I marvel at the new generation of players. Most weren't born yet, or are too young to remember the first video game boom. For them, today's wonders are truly miraculous. The home systems are providing a learning ground for their discovery of video games in general; whether it be a home-based system or the arcade. That's a turning point that must be recognized in order to put everything into perspective.

As a parent, my visits to game rooms are limited because the cost is prohibitive for my seven and five year old sons. For a while they were content to "play" the attract mode of most video games; they didn't know the difference. However, when they finally realized that they really weren't playing the games, the issue became one of feeding them enough quarters or tokens so that the games were actually operational.

And my problem was one of pure economics and good reason. The coins disappeared almost immediately. Both were too young to understand the nuances and strategies of staying alive for more than a few seconds. Start multiplying this out and you can quickly understand how fast five dollars vanishes. Both boys were frustrated and unfulfilled and I was the bad guy for dragging them away from this wasteful expense.

Although I have pinball machines at home, my sons were more interested in playing those games that they didn't have regular access to. At the arcade, I was pushing them to play a flipper game with me because I knew that they could hold their own. But they were leading me to some driving game, a space shoot 'em-up or a kung fu adventure with multiple buttons on a control panel. It was insanity and I immediately decided that if they were ready to play video then my old home systems would have to suffice.

They didn't know that these systems were long dead. The boys saw them as new challenges on the TV. And although this example may be a single case study, I wondered if it weren't a scenario being played out in one town and city after another. Coin-op was losing valuable dollars because I felt I was being ripped off.

Then there was a new generation of game systems that I could bring into their lives that featured contemporary games. Once they began to play the kung fu games and the other offerings from Nintendo, Sega, and Atari they developed a familiarity to the point that when we did venture out to a game room they immediately went to those games they had "practiced" on at home. And although they weren't masters, they were able to figure out what had to be done to survive for a few minutes compared to the previous few seconds.

This could be the rationale for today's systems. They are really the proving ground for today's youth to gain a better understanding of the latest coin-op equipment. Much of the targeted audience for these games is that young--six to 12 year olds who have no other outlet for getting exposure and experience with the games.

In the past this wasn't the case. I was the editor of Video Games Magazine, one of the premier consumer publications in the early 1980s. My magazine and others in the field were geared to a more sophisticated audience of players. They were teenagers looking at home for an edge, who then could beat the hell out of the games in the arcades. In fact, it was around this time that "beat the games" books came out telling players how to win against classic machines from that era.

Today, the rules are different in terms of marketing and product positioning. The younger audience is less competitive and this is important in reviewing the current major systems and software.

The press has generally ignored this new generation of home video game systems, viewing them as an attempt to recapture a boom long past. But sales and market penetration shows a much different story. Nintendo, Sega, and Atari continue to solidify their hold on a hungry public clamoring for products

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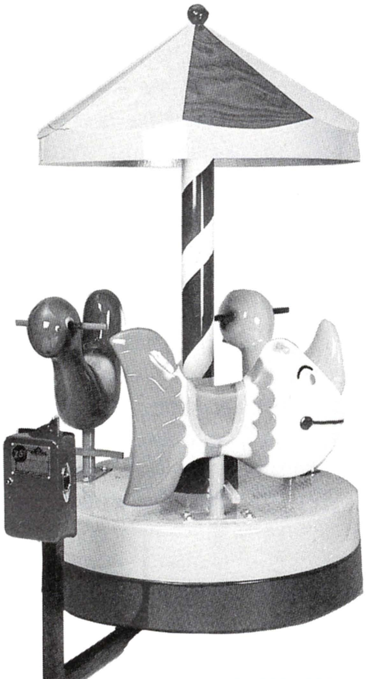

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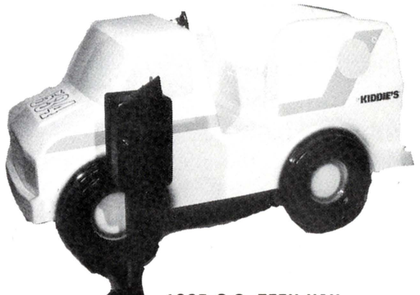

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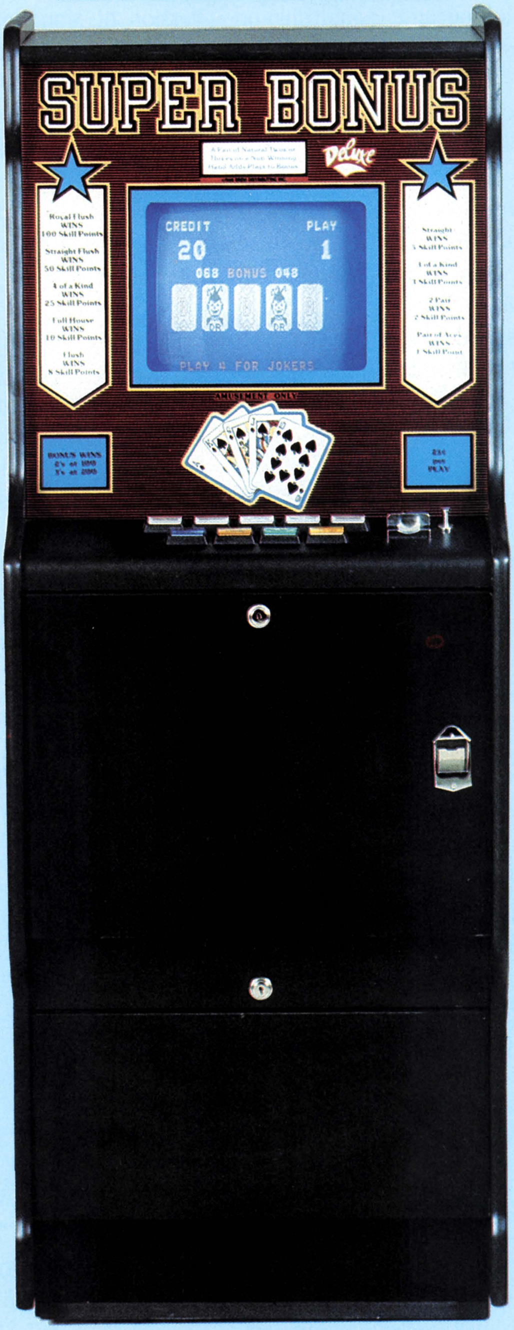

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WINS
5 Skill Points

3 of a Kind
WINS
3 Skill Points

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WINS
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faithful to their coin-op inspirations, or good executions of familiar themes.

And with this in mind, I will try to offer broad overviews of what has transpired already and what to expect in the months to come since the holiday selling season is fast approaching when store shelves could be bulging with games, peripherals and other new product introductions.

In the past, one of the major issues was the release of home games still earning money as coin-op. Many operators felt that the manufacturers unfairly were exploiting and capitalizing on specific machines that could keep cashboxes filled for months. Some of the timeframes still are close although the home games are usually released at least six months behind the coin-op version. Or put another way, the coin-op games might be on location, but they are no longer the prime attractions. So the question is whether or not the value of the aftermarket is enough to help build more video game followers, entice them to game rooms, and whether home and arcade markets can work in tandem like the movie industry and the home video cassette rentals. Renting movies doesn't detract from the cash box receipts. And the movie industry also has cable TV to contend with. With this comparison, video is lucky to be in the current situation.

But will history repeat itself? In analyzing what went wrong with the initial video game boom, the one succinct reason for the decline was the bad product driving out the good. Many software producers had no right being in the business. They didn't understand that quality, and not poorly executed derivatives of standard themes, was essential.

The home market was flooded with inferior product unbeknownst to an unsuspecting public, seeing only that they were affordable. When their children became dismayed, the public became disenchanted with video games. And sadly, there was no way they could have known the reason why. Wall street analysts wrote scathing editorials predicting the end of the home video boom.

Fortunately, this time is different. If anything, this surge has been a methodical, almost silent ground swell that has found new believers. The coin-op world should be grateful, because the trade-off will manifest itself in game rooms across the country as the younger audience begins to mature and gain a greater appreciation of the state of the art.

More importantly, the battle lines between the big three is taking shape in a way that will make any overlap far less common than before. In fact, there are very few titles that are available for all the current systems. And though it may be due to older licensing agreements still in existence, for the most part this is a new age with new contenders.

In viewing the state of the art for the past couple of years and waiting for many of the systems to finally become available, I have witnessed some intriguing product developments that tend to separate the systems.

Nintendo has gotten a jump on the competition by taking advantage of known commodities. In other words, the library of hits for the Nintendo Entertainment System are mostly games with reputations built in the arcades. Even with the games from others, Nintendo is hoping to make its niche based upon coin-op titles of the past and present.

By the same token, the Sega Master System is now being distributed exclusively by Tonka Toys. For additional clout in the marketplace, Sega has chosen an approach that is fundamentally based upon licensing recognizable characters or themes in addition to many of Sega's coin-op hits. So alongside an *Enduro Racer* and an *Out Run*, consumers can find games based on Rocky, Rambo, and even an electronic video game version of Monopoly. The point here is that these themes and names might carry more weight on the shelf for unknowledgeable individuals.

The new Atari has chosen a far different approach. Here the direction is going after those titles that have recognition through personal computers. These variations of similar themes can hopefully take advantage of the graphics capabilities of these systems while bridging the gap for those younger players who may know a name from the "bigger" computer systems and now can have the same type of entertainment for their own basic game systems.

The ultimate success of each of the systems seems to be positioning home games as more than coin-op knock-offs; they must be lower priced computer systems that just happen to be game systems first and foremost. I predict that by the end of 1988 we will be seeing this direction in advertising and product releases.

IMPORTANT DATES IN FOOTBALL HISTORY

October 3, 1878—Football teams began to wear an official uniform to distinguish team members and to minimize injuries.

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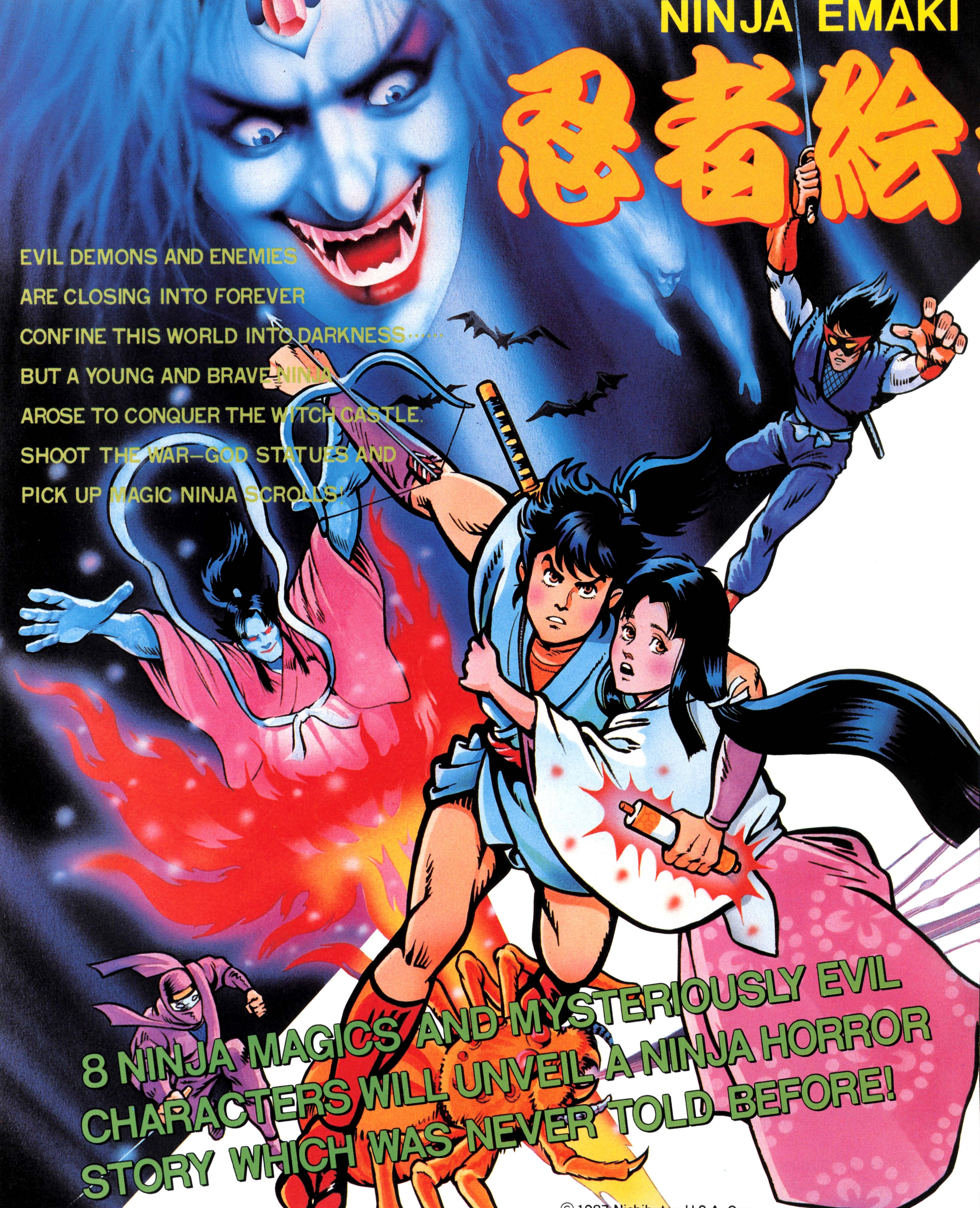

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ARE CLOSING INTO FOREVER
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BUT A YOUNG AND BRAVE NINJA
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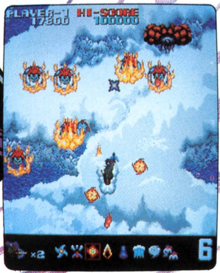
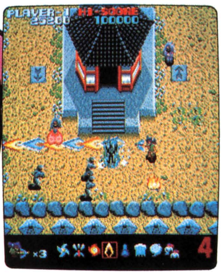


Destroy Fire Demons with Fire Ball Magic!



Enemy Ninjas are hiding in pagodas.
Use Lightening Arrows!

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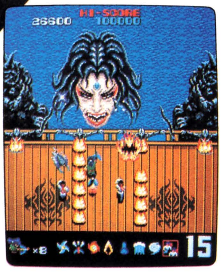
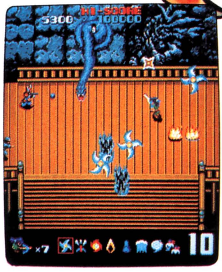
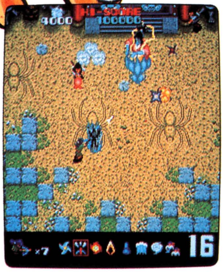


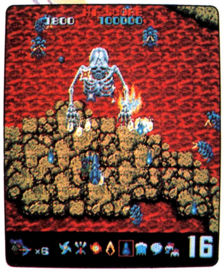
Final battle with Master witch. Call guardians who help you win the war!



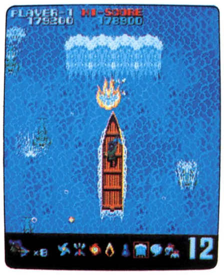
Save the royal princess from two headed snake "BEGUIDO." Use Star Knives!



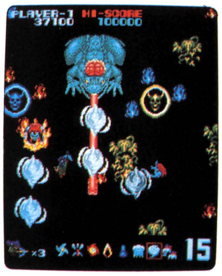
Fight the flying witch with Smoke Bombs!



Deathmatch with the great Skelagon, the Dictator of Blood Sea! Use the Cannon!



Dodge and destroy Green Lobsters with Tidal Waves!



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Interestingly, some of the releases and movement in the home arena appear to have a direct bearing on what you have been seeing in coin-op.

With this in mind, here's an overview of each company and the games that have been announced, or scheduled to be released before the end of the year.

NINTENDO

At one time, Nintendo was a major power in the home video game market with *Donkey Kong* and *Mario Bros.* and others which originally built the name and reputation of this manufacturer. It's current system, interestingly, was developed as a home system before it ever became the central force in the arcade world.

In fact, the Nintendo Family Computer (as it is called in Japan) has already reached over eight million units in homes since the system was introduced in 1983. Add to this over 62 million "Famicom" game cartridges and you get an idea that Nintendo has prepared itself well for a full assault in this country.

The system's domesticated version is intriguing because so many of the available titles have come from the coin-op world in a reverse scenario--first finding success in Japanese homes and then being adapted to fit into the highly successful VS System that has helped propel the company to the industry forefront.

Nintendo has categorized its games into seven distinctive "series" of games which can best be described as Robot Series, Light Gun Series, Programmable Series (players design their own games around the central theme), Sports Series, Action Series, Arcade Classics Series, and an Educational Series, a still untapped territory for future growth.

Nintendo has harnessed the best array of quality product from its own library, but there is still more to this system which separates it from the competition. And that, simply stated, is an extensive line-up of third party developers comprising some of the best names in the arcade field and newcomers hoping to capitalize on the success of the growing home market.

Probably one of the most innovative approaches to the Nintendo System and what it can ultimately bring into the home as a total entertainment center is from Bandai. This Japanese company has been around for quite some time in the world of toys, electronic and otherwise. For Nintendo Bandai has introduced Family Fun Fitness. The player connects an exercise mat to the basic Nintendo system, pops in a cartridge, and controls the action on screen by following predetermined patterns of movement (similar to Sente's *Stompin'* arcade game). Available titles include athletic events and other action themes.

Additionally, Nintendo has lined up coin-op powers such as Konami, Capcom, Data East, Taito, Tecmo, Item, SNK, and others. Titles cover the spectrum of themes and play action from familiar classics to the latest releases. There are new arrivals, such as Acclaim Entertainment where the principles go back to Activision's heydey. And already a 3-D game has been introduced complete with those red/green glasses.

Wico and Epyx are already marketing joystick replacements, helping to keep the action fast and furious.

SEGA

Another contender is Sega. The recent announcement of an exclusive distribution agreement with Tonka Toys has helped to poise this company into a better position directly related to shelf space and more potent market power than was previously the case. The Sega Master System, in many ways, parallels the many features of the Nintendo System, complete with similar game controls and light gun phaser. However, the Sega approach has been to offer many of its arcade titles, *Space Harrier*, *Hang On*, *Out Run*, *Alien Syndrome*, and others, to get increased recognition from its primary target audience. There are more than thirty titles ready for the coming holiday season.

The big question is whether Sega can parlay some licensing agreements for Rambo, Rocky, and Monopoly to get a competitive advantage. The execution of all the games is excellent, with incredible graphics and sound effects. Sega has brought improved technology to its products with special game cartridges with mega-memory as well as a card series of programs where sports and action tend to be the foremost attractions.

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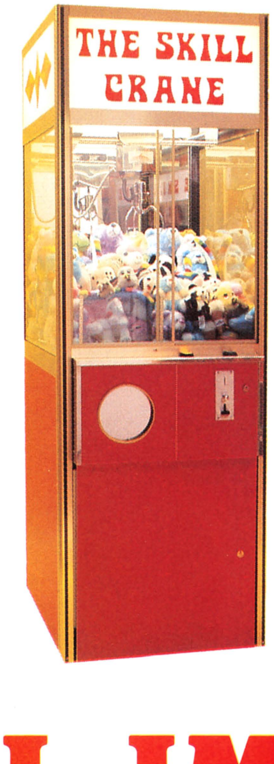

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ATARI

Atari is back. In many ways its better than ever because of name recognition. Atari's classic system is on store shelves with some new packaging and two game systems that are truly state of the art. The new Atari has made its mark with precision computer systems that have bucked many trends, made considerable inroads in other areas, and are still on the edge of technology. Fortunately for game players, Atari has not abandoned its years of expertise in the field of quality systems. The 7800 ProSystem, released last year, actually was developed in 1983 under an old regime. As you may recall, Warner Communications sold the home division of the company but retained the coin-op. So Atari is, in effect two very different companies. The system has come out of mothballs with a number of classic titles, including *Ms. Pac-Man*, *Pole Position*, *Food Fight* and others, all excellent adaptations that are faithful to the original. Plans call for well over two dozen games by the end of the year. Although the aim here is less on taking arcade hits, Atari is taking the best of the home computer market and building up a following in much the same manner Nintendo has done in Japan.

However, the major excitement from Atari is going to be the upcoming introduction of its phenomenal XE game/computer system that not only has a light gun and controls, but also a full functioning keyboard and the capability to add on a disk drive. This will enable the system to use computer software titles that will not just be game oriented but also geared to personal enrichment, business, educational, and whatever might be on the drawing boards.

If anyone doubts the challenge from the XE, Flight Simulator is part of a package which along with *Missile Command* and other Atari coin-op hits will make your head spin. So a game/computer system for those who aren't ready for an Apple or IBM appears to be a timely strategy.

In an upcoming issue of Play Meter, we'll be taking a closer look at each of the companies that are directly involved in this growing phenomenon of at-home video game entertainment. We look at hardware companies and software licensees that are going to be producing product; knocking-off arcade titles, using familiar themes, or setting standards. Any way you look at it, the home market is back; it's bigger and better than ever with a methodical growth pattern that is taking shape.

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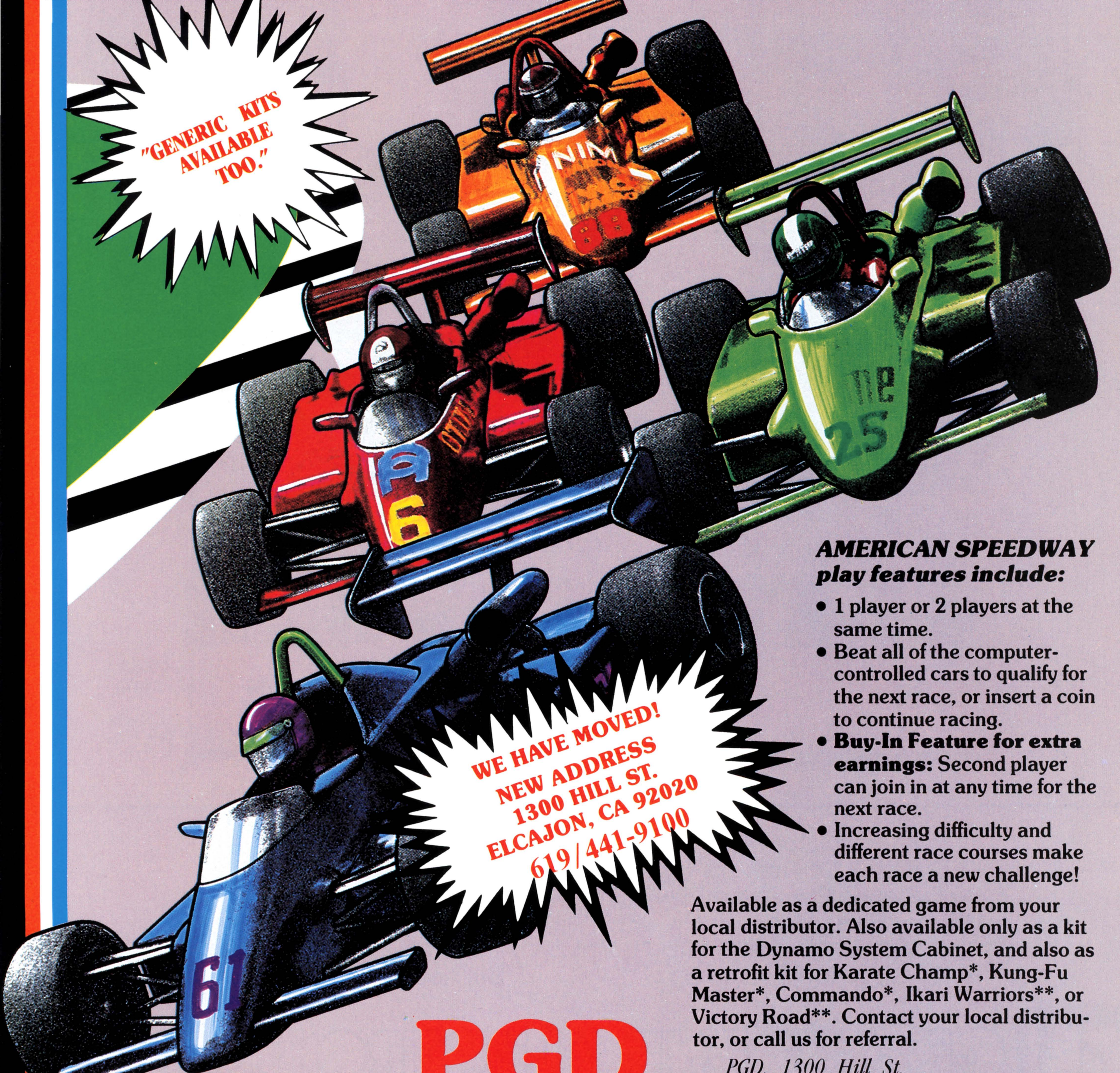

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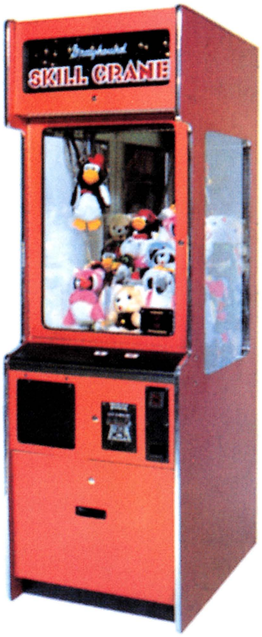
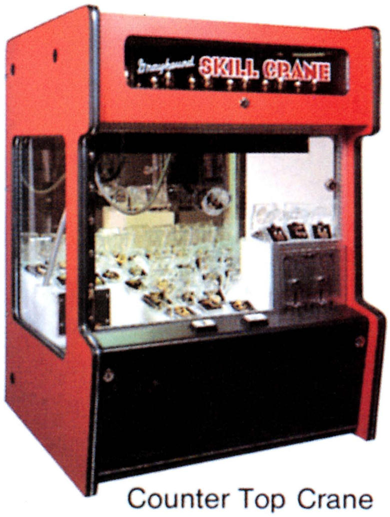
GRAYHOUND

SKILL CRANES


Greyhound
SKILL CRANE

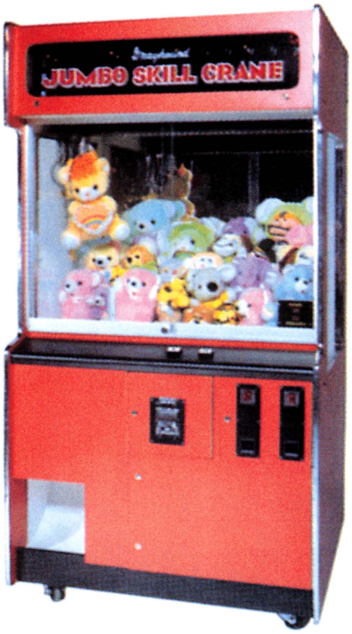
Single
Crane

D - 34¼"
W - 24½"
H - 78¼"


Greyhound SKILL CRANE

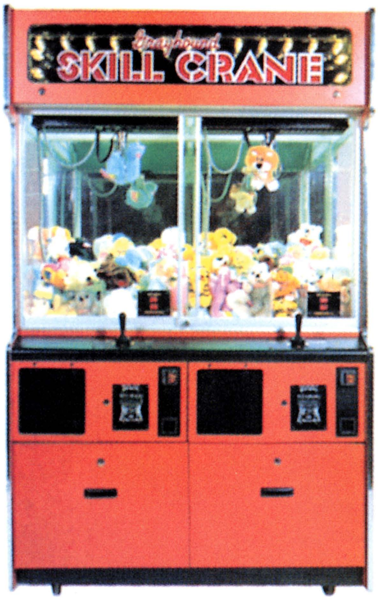
Counter Top Crane

D - 25"
W - 25"
H - 34¼"


Greyhound
JUMBO SKILL CRANE

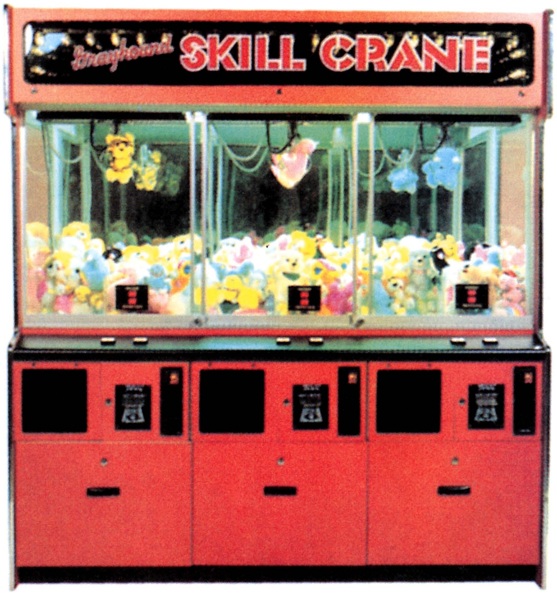
Jumbo
Crane

D - 36"
W - 42"
H - 78¼"


Greyhound
SKILL CRANE

Double
Crane

D - 34¼"
W - 47¼"
H - 78¼"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Triple
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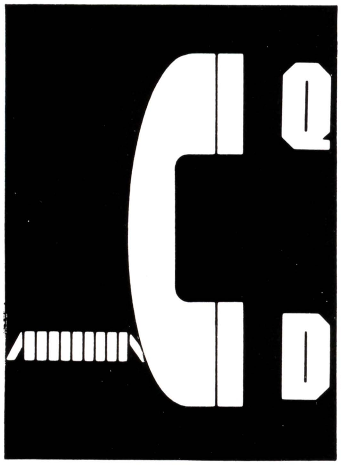

Question:

Do you think the coin-op entertainment industry needs a dollar coin?

A: Jim Mason, High Country Games and Music, Laramie, Wyo.:

Yes, I think we are ready for a dollar coin, because of the pricing advantages. We could add three plays for a dollar easily. The commission structure would be better. This industry has had no price increase in ages.

I'm so pro dollar coin, I can't think of any negative point except that the dollar bill acceptors on machines would have to be scrapped and that would be expensive. But it may be necessary for some hurt in order to gain in the long run.

Because of the current coining system, trying to increase in amounts that require two coins, such as a quarter and a dime, have upset people and caused decreases in machine usage as well as increases in sorting time for operators.

A: Milton Brooks, Tankard Music Company, Washington, N.C., president of the North Carolina State Association:

No, not with as much trouble as we had with the last one (Susan B. Anthony dollar). The dollar coin is not needed because of the dollar bill acceptors on jukeboxes. We don't run that many things that use dollars. My suggestion is to put dollar bill acceptors on all jukeboxes before going to dollar coins."

A: Mike McWilliams, General Leisure, Portland, Ore.:

Absolutely! This has always been a one coin industry. Trying to increase to two coins has not been very successful. The industry would benefit tremendously. One coin seems to go where two won't.

Other ways to increase revenue without the dollar coin would be using advertising or perhaps some form of leasing equipment to locations.

A: Rich Babich, Colorado Game Exchange, Denver, Colo.:

I think we need it. It is essential for the industry's survival. The industry has been living on quarters for 20 years and if the inflation factor were figured in, the increase would be even greater. The public is ready for the dollar coin.

A: Stephen Melillo, Melillo Amusements, Brockport, Pa.:

A major problem is the prohibitive cost of changing everything. I see more disadvantages than advantages. The last dollar coin didn't work very well because it looked so much like a quarter. People are used to the way things are.

A: Steve Wolfson, Adventure Properties, Huntingdon Valley, Pa.:

The first thing that comes to mind is that there would be fewer dollar bills going into bill changers and that would decrease the number of dollars jamming in the machines. The result would be a decrease in the problems with part-timers trying to unjam bill changers.

There has been no incentive to increase the amount of the games. It is sort of an unwritten law--never go up from 25-cents to 50-cents. However, there is a new game on the market that probably will be put out for a dollar a game. In this case a dollar coin would be useful.

If there was no alternative to a new coin the public would have to accept it. But I'm not really sure they are necessarily ready for a dollar coin.

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JAMMA SHOW: THE MORE THINGS CHANGE THE MORE THEY REALLY STAY THE SAME

By David Snook

We've all heard the expression, the more things change the more they stay the same and the JAMMA show has proven that truth. The United States might soon find itself back in the grip of *Pac-Man* fever. The lovable little rotund character with the insatiable appetite gobbled up the affections of the Japanese at their annual coin machine exhibition, held in Tokyo's Ryutsu Centre October 7-8.

Four hundred thousand *Pac-Man* games piled into the international amusement market place a few years ago, reaching a veritable cult level in the U.S. It outsold anything coin operated before or since.

Today's version of this classic reflects the giant strides in technology in just a few years. He's livelier, has more substance, more character, and considerably more charm, all provided by the effects of three-dimensional graphics. He still hunts ghosts and other assorted, mobile miscellanea around a variety of mazes, but his appeal is even greater thanks to the vast improvements in visual and sound effects.

Pacmania--the name of the new game--comes from the Namco which originated the character. Namco sold the U.S. rights to Bally Midway, who sold nearly a quarter of a million in its various versions. But it's clear that the 1987 version will reach the U.S. via Namco's U.S. subsidiary acquired since those earlier days, Atari Games.

Officials of the two Japanese trade associations cut the tape to officially open the show.

There is no doubt that at the Atari booth at AMOA there will be a whole bank of *Pacmanias*. There can also be no doubt that the game will have a major impact in the U.S. over the next few months--nothing, however, to compare with the first time around, but nevertheless, very, very acceptable levels of business for Atari distributors.

But that wasn't all to emerge from a Tokyo exhibition alive with new products, fresh vitality, and great ingenuity, which is a refreshing change after several years of varying degrees of sameness seen at the show.

Sega's *After Burner* will also have a strong impact in the coming months. There's nothing sage-like in that prediction because the game is already doing so. In Tokyo, however, Sega showed it in its less expensive Commander format, a sit-down but see-through design which moves from side to side, but not forward and backward as well, like its illustrious Deluxe version. There is also a mini cabinet version that will be available shortly in Japan, but will not hit other markets until next year.

Sega also had a new boxing game, *Heavyweight Champ*, in which the player chooses his opponents from the available selections and fights him using a pair of push and pull levers in the front of the game. Westerners with their greater bulk threatened to pull the game right over and there's work to be done on the "opponents;" after all, Marvin Hagler might have something to say about a character resembling him appearing on a video game under the name "Macbeth Hungler."

We were assured, though, that Sega has great plans for the game and that its undeniable potential will be fully realized after some minor adjustments. We were also assured that Sega has another major piece to unveil which you will be able to see at its booth at AMOA.

Several other big Japanese companies used the same strategy--holding out for AMOA--perhaps recognizing the importance of a Chicago launch on the international scene for new games. However, even taking that into consideration, there was no shortage of new equipment on the floor in Tokyo.

Konami had three new games that it will release as PCBs: *Ajax*, *City Bomber*, and *The Hustler*, respectively driving/shooting, flying/shooting, and pool games. I preferred the latter with its helpful, close-up perspective of a cue shot.

Capcom was strongly represented with the already successful *1943* and *Street Fighter*, and the fantasy *Black Dragon*.

Tatsumi, which distinguished itself last year with the three-monitor *Dune Buggy*, this year showed a simulator named *Gray Out*, a strange name for a machine with characteristics very like *After Burner*.

Data East had some modest contenders: a space game called *Super Real*, *Darwin*, and *Wonder Planet* and seemed to be highlighting a game called *The Real Ghostbusters*, displaying the movie's familiar logo very boldly. The similarities ended there for although there were certainly ghost-like figures in the game, it had strong overtones of Japanese legends and none of the movie's characteristics.

SNK came strongly with *Touchdown Fever*, an American football game available in the U.S. as a four-player stand-up cocktail and also as a two-player vertical kit. SNK America's Paul Jacobs said that it will be available right after AMOA along with the other main SNK game shown in

Frank Ballouz, Nintendo, looks over the new games in Tokyo.

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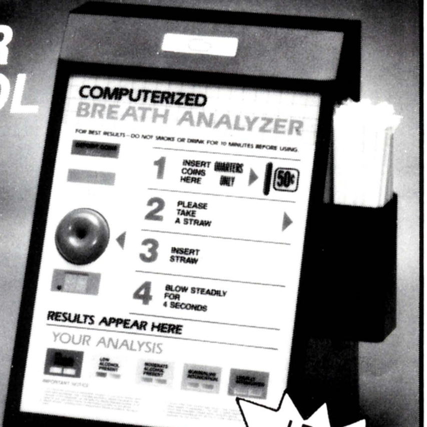

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Tokyo, *Battlefield*, which will reach the U.S. as *Time Soldier* via Romstar.

Another football game was shown by Tecmo, *The Tecmo Bowl*, with up to four players at one time capability in a giant screen battle on the football field which may prove popular with locations able to give it room for its large cabinet and double monitors.

Considered by many to be a "sleeper" of the show was Tecmo's *Backfire*, a space battle game which displays excellent graphics despite the fact that it is not quite complete. It can be tipped as a winner for AMOA. More so, even than its compatriot, *Gemini Wing*, a fantasy game of limited qualities, although some visitors tended not to agree with that judgment.

Namco had more there than its *Pacmania*. Most of its booth was taken up with a racing circuit start line, with eight of its sitdown *Final Lap* driving games lined up. The novelty of the game is that players race in pairs of machines--in fact, the game will be supplied in pairs--and the player proving the better driver at any one time finds that his seat and monitor are sliding forward, ahead of his neighbor's. It's interesting and competitive element but slightly unsatisfactory somehow. One could not resist wondering why the company is not utilizing one joint screen with, perhaps, moving just the seats and steering wheels. The idea was brilliant and it was generally accepted that the concept is still only 70 percent complete, so there is still time for it to be taken to more logical conclusions.

Another "sleeper" might prove to be *Galaga 88*, an update on the familiar and one-time successful game. More than just a few notable distributors on the international marketplace took substantial orders for the game.

Across the aisle, Taito had its mixed bag of fortune, too, with a good driving game, *Full Throttle* which had the most realistic racing car sitdown cabinet design yet to hit the market; and a two-player war game named *Cyber Tank* which I found distinctly unsatisfying. This major piece demanded one player to drive the tank with a steering wheel and throttle while another stood on a rear platform

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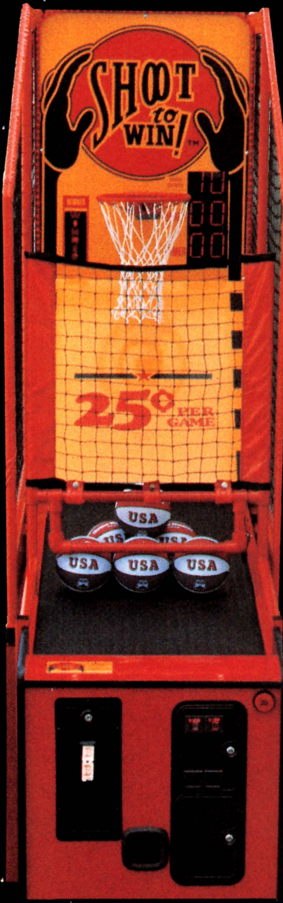

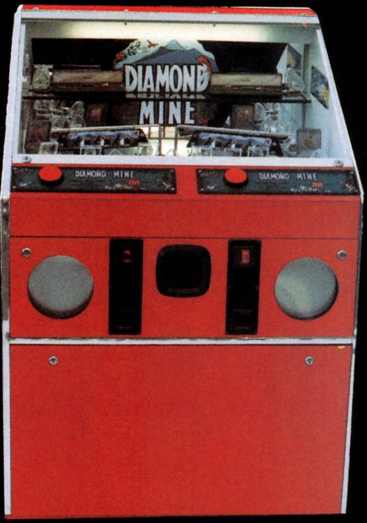

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33 1/2″ length	47″ length	33 1/2″ length
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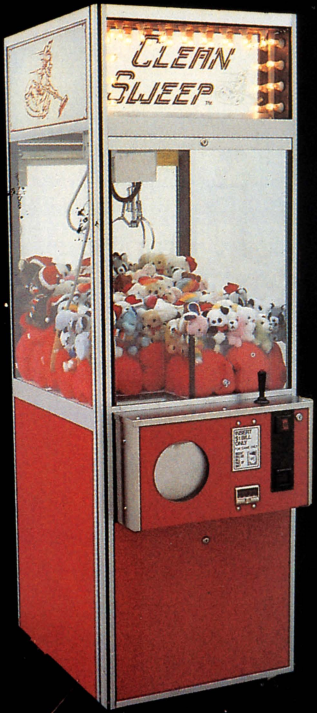

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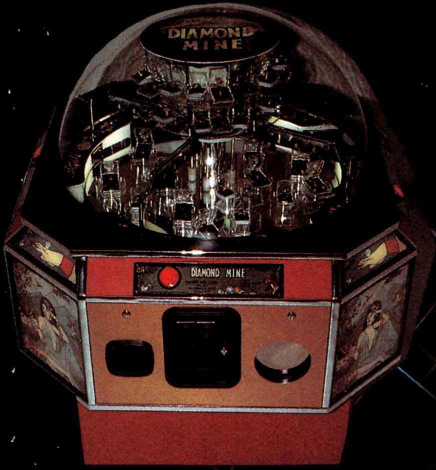

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The Taito two-player *Cyber Tank* which needed one player to drive and another to operate the gun.

Tatsumi's *Gray Out* was similar to *After Burner*.

and fired a gun over his shoulder. The targets appeared on twin monitors before the players. Despite the fact that real tanks have limited vision, it was unnecessary to provide limited vision by such small monitors on the game. That was taking realism a trifle too far. And asking two players to adopt such dissimilar modes was not a good idea, underlined by memories of Atari's *Fire Truck* of a few years ago which had a similar basic concept and enjoyed only limited success.

If that failed, then *Operation Wolf* succeeded admirably. Few contested the view that the shooting game is one of the strongest to appear on the international scene for many years. A trifle bloodthirsty, it was true (throat-cutting is fully accepted!) But it is a system of our modern society; games which are violent are acceptable, if not actually successful. This one is destined to be very, very successful, even if moralists do wonder why.

And let's not forget pinball, despite the fact that most Japanese people do. Gil Pollack of Premier had his new *Victory* four-player, mostly for the benefit of the international trade, but nevertheless giving the game its first public airing before getting down to the real business in Chicago. A bright and attractive new piece it was, too, sporting a revolutionary new play-field surface. It was introduced to U.S. distributors, who found the Vitrigraph surface unique. Mylar is litho-printed onto the back and composite printing of the artwork and photography creates a totally different appearance. It means, in simple terms, that there is no silk screening to peel off and a simple run over with window cleaner is all that will be necessary to keep it in pristine condition. The game was good, too.

But how do the Tokyo show video games line up? At the risk of total disaster, here's my top ten, excluding *After Burner* on the grounds that it has been seen already.

Pacmania (Namco/Atari)
Operation Wolf (Taito)
Final Lap (Namco/Atari)
The Hustler (Konami)
Backfire (Tecmo)
Heavyweight Champ (Sega)
Street Fighter (Capcom)
Full Throttle (Taito)
Ajax (Konami)
Battlefield (SNK)

And how faired the Japanese trade? It looked healthy enough, but those in the know suggested strongly that the coin machine business in Japan mirrors that of everywhere else: the strong get stronger and the weak get weaker. In the Japanese coin machine business if you're not Taito, Sega, Konami, or Namco then your back's against the wall. The collective decision to move back to dedicated cabinets a year or two ago may have done much to steady the industry and had the effect of

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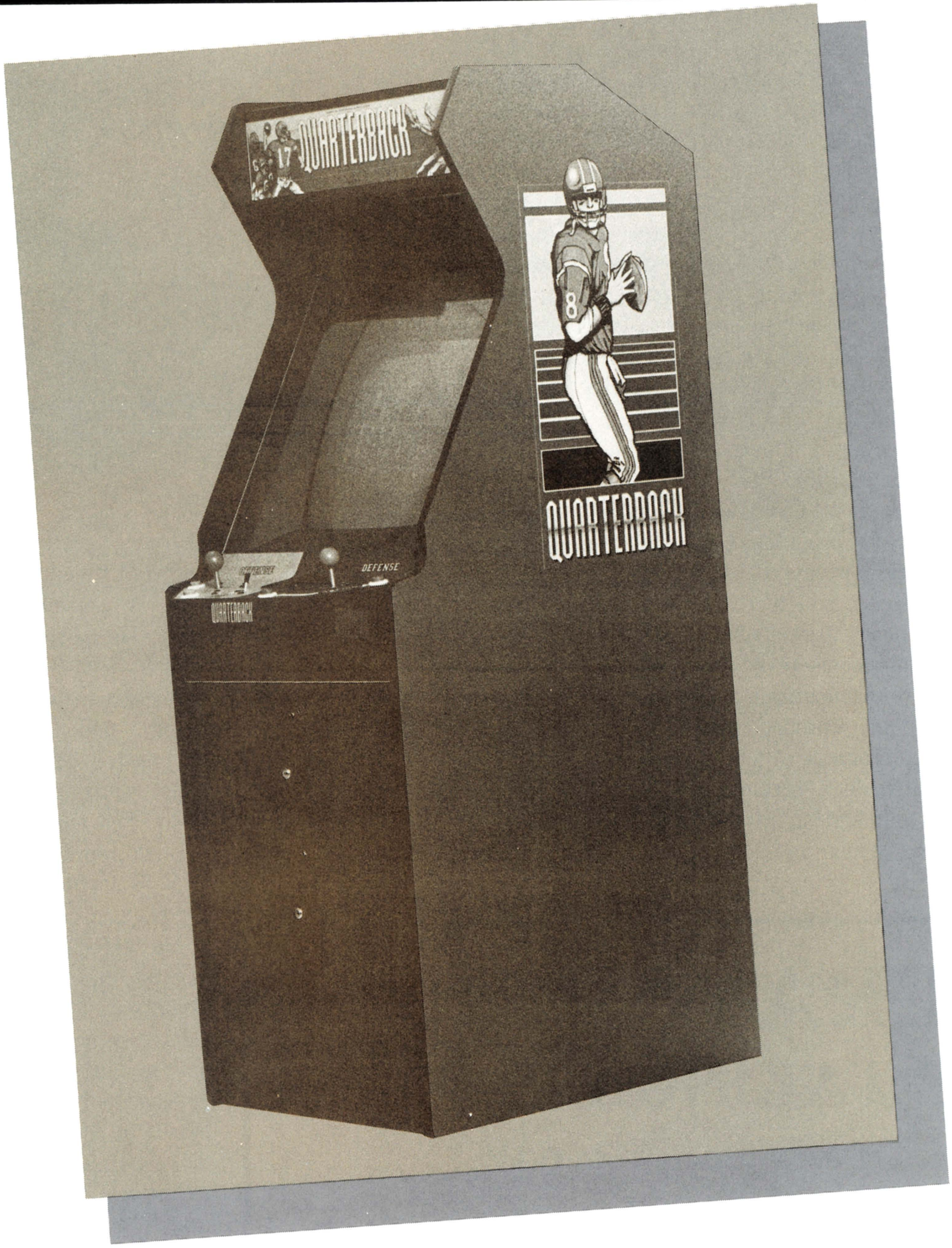
IMPORTANT DATES IN FOOTBALL HISTORY



November 9, 1987—The Leland Corporation releases QUARTERBACK, the most exciting football game ever. This is real football, with excellent sound and graphics displayed on a big 25″ monitor. QUARTERBACK puts all the action and strategy in the hands of the players. They call their own plays and the spring-loaded joystick gives them complete control of the passing and kicking game. The exclusive individual stat storage feature keeps players coming back for new and even more challenging games. No one knows sports games like Leland.

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frustrating the infernal copiers. After all, how can they copy a game if physical effects are built into it as an integral part of the game? Those who did not put their all into dedicated games felt the effects of the copiers, however.

The interference of the Koreans and Taiwanese in the international market was highly damaging for the smaller Japanese concerns. In Europe, for example, copies were flooding in via the legally-weak countries like Spain and Italy, long before the original boards were hitting the markets. And those same smaller Japanese originators have to export to survive.

The effects are already being felt. Data East, for example, has already cut back on its European presence and there are rumors that others might react similarly.

The rule of thumb seems to be that in order to survive, a manufacturer must at least have a U.S. office through which it can move lesser products. After all, distributors these days have become so cagey they'll touch nothing but the best so a local office is essential as a means of moving second grade games at economical prices.

And if there's a strong European office, too, then much of the sting is taken from the copiers, but setting up a network that complex takes some doing.

What are manufacturers doing about it? A few days prior to the Tokyo show, the annual meeting between the American Amusement Machine Association and the Japanese Amusement Machine Manufacturers Association took place, with a bevy of international observers sitting in on the meeting, including representatives from West Germany and the United Kingdom.

The Americans reported in great detail the various legal battles they have undertaken, convictions achieved, copies seized, and other positive actions championed. The Japanese countered with things which they *might* do, actions which could be *considered*. And the West German representative, Hans Rosenweig of Nova Apparate in Hamburg was asked for his views.

Tecmo Bowl, **the four-player American football game with twin monitors from Tecmo.**

He told them, in no uncertain terms, that all the legal actions in the world would not stop the problems because so many countries had weak laws, no laws, or laws which simply could not be implemented. Rather than fatten the purses of the lawyers, he argued, invest those considerable sums in improving technology to the degree that copiers would be stopped.

"Why is it do you suppose, that some manufacturers make games which are not copied while others have games that are consistently copied? It is simply because some people have the technology to make their games so difficult to copy that the copiers cannot copy them at all, or it would be so costly or take them so long the market would have disappeared. That is the way the industry should be going, not running around waving writs and making lawyers fat," Rosenweig concluded.

There speaks a rare truth.

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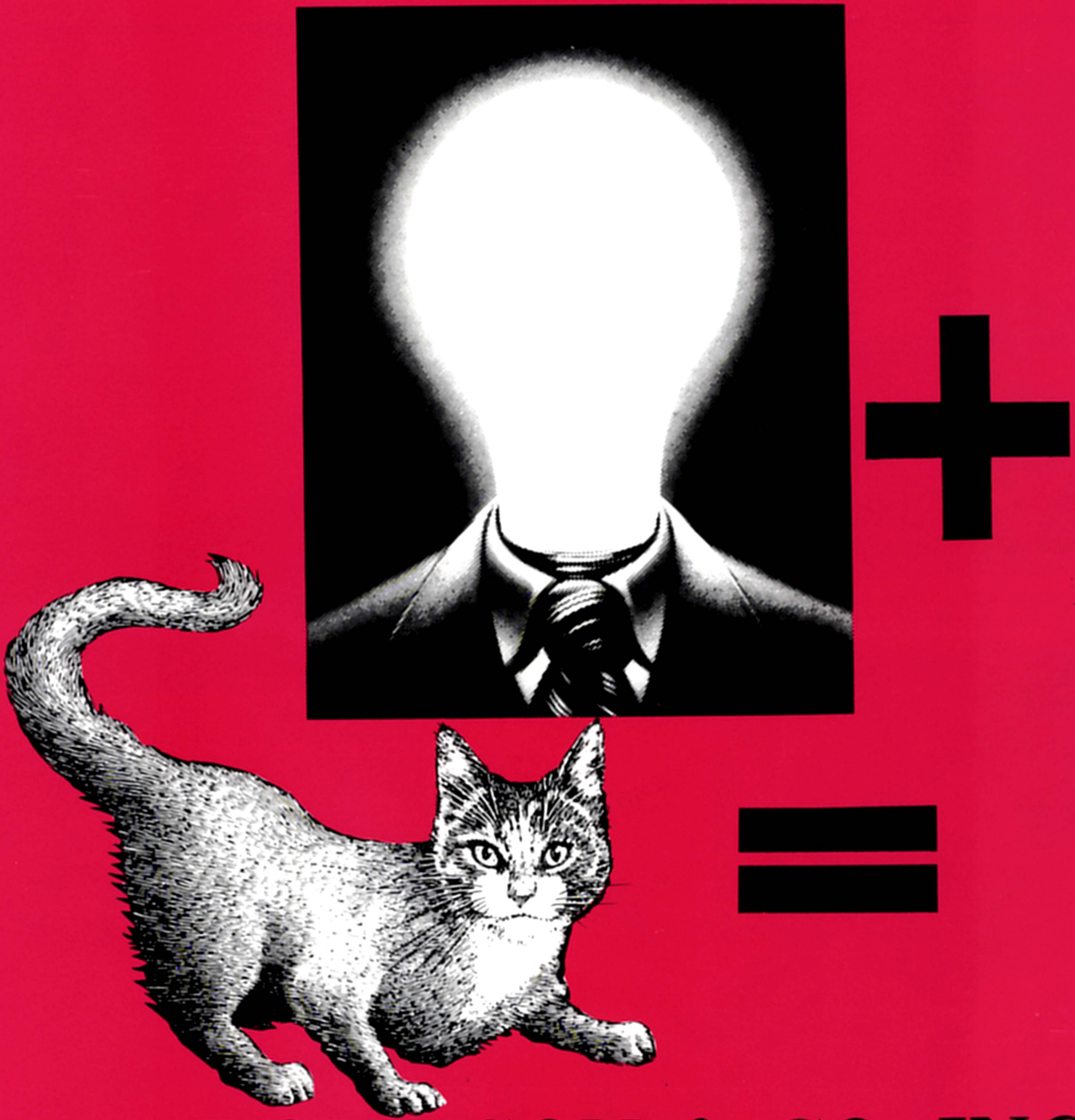

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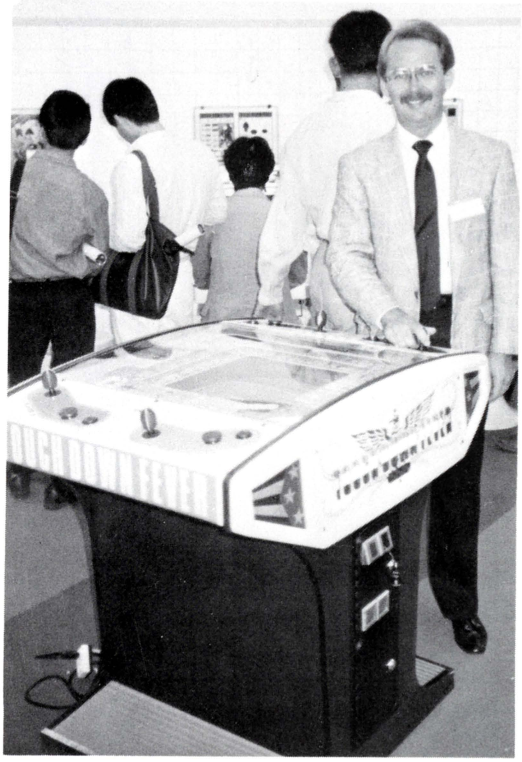
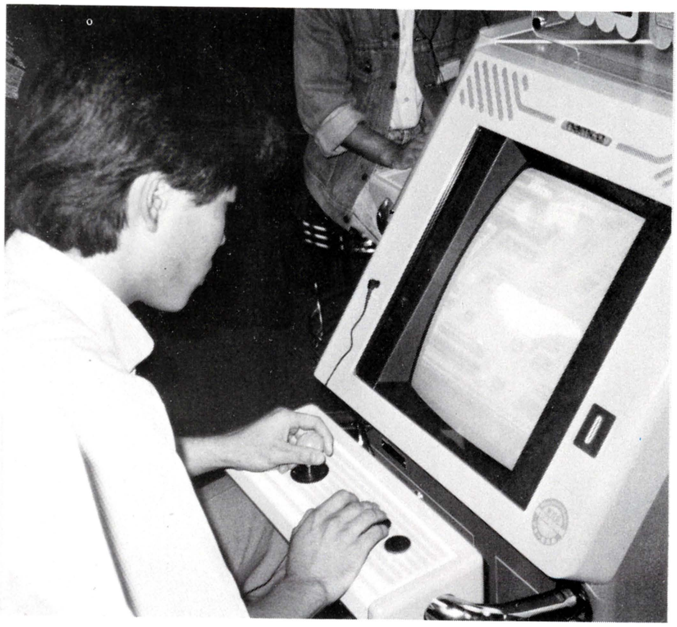
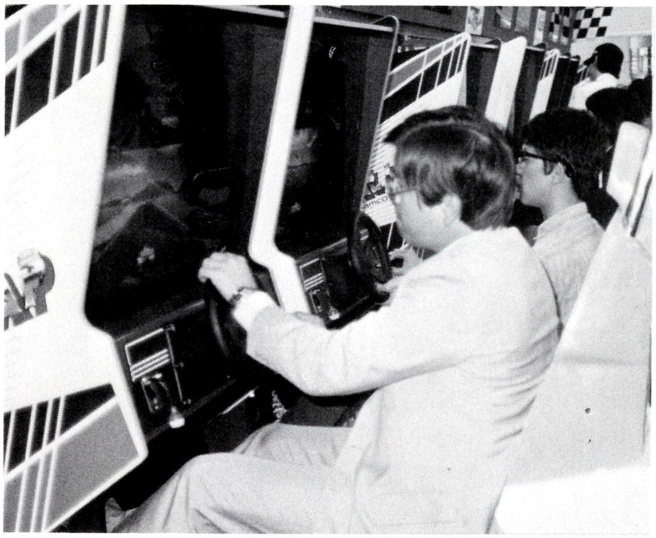
From left, Marc Haim of R.H. Belam, Joe Dillon of Bally, Udo Nickel of Nova Apparate, and Ago Mensah of R.H. Belam on the first day of the show.



SNK America's Paul Jacobs with *Touchdown Fever*, the four-player stand-up cocktail American football game.



Final Lap from Namco featured pairs of driving games which moved backward or forward depending on the drivers' skill.



Namco's *Pacmania* is likely to be a hit of AMOA. See it at Atari's booth #205.

STATE OF THE INDUSTRY REPORT AND INDUSTRY DIRECTORY COMING IN JANUARY

TOP THREE MERCHANDISE ITEMS DISCUSSED EACH MONTH

CERTAIN BURTON
CURRENT MARKET

By Frank 'The Crank' Seninsky

As I've traveled around the country speaking before state operator associations, operators have asked me for my opinion on the best merchandise items they can use in their cranes. This is not a simple request, for days of research are involved before one can give an accurate listing that applies to 'most regions' of the United States.

For the next few months at least, "Certain Burton" is going to compile merchandise data from operators, manufacturers, and distributors, and come up each month with at least three of the most successful crane items. This 'old bear' is looking out for the operators and won't show any favoritism for suppliers. I feel certain that "Certain Burton" should be taken very seriously indeed.....

I certainly hope that my last month's merchandise picks have increased your crane revenues. I have three more solid picks this month:

1."Super Mug" SX96 $9/DZ in eight-dozen lots. Assorted 20 oz. mugs with lids. Contact: Betras Plastics, Spartanburg, SC 800/845-7027 or 803/599-0855.

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These mugs have the perfect weight, size, and shape to give the right degree of difficulty for a crane. An eight-dozen case contains four different sayings. There are over 35 sayings now available, pertaining to truckers, beer/soda, kids, novelty and cranes. My favorites are: "I Conquered the Crane," "I Came, Saw, Clawed," "Gear Jockey," and "100% American Trucker."

I strongly advise operators to start using "hard" (non-plush) goods in their cranes. These products are priced right and keep the players interested in playing the cranes.

2."Learn Doll" 8650C, size: 11-inches, 6DZ $20.88/DZ Contact: Brady Novelty, Lee Anne Bullard, Charlotte, NC 800/356-TOYS or 704/-525-8130 Ext. 590/591.

The "Learn Doll" is an educational doll that has features (zipper, buckle, velcro latch, string tie, snap) that children can play with and learn from. The doll is hard-faced with hair and a hat, and comes assorted in the case with different color clothing. Brady has 16 different types. Dolls are in, and these are very attractive. My little girl bear (daughter) loves them.

3."Two-Headed Dragon" 10-9053, size: 6-inches, 15DZ $9.80/DZ Contact Nadel and Sons Toy Corp., New York, Ny 212/254-1677.

This item is a brightly colored tricot dragon with 2 smiling faces and four bright eyes. It is 6-inches tall and 14-inches long, and comes in three colors. It looks like a great item to completely fill a crane. I have had lots of success putting only one quality item in a crane bay.

FRANK'S CRANKS

"AMOA IS GETTING THINGS ACCOMPLISHED"

FRANK SENINSKY

This is a very busy time for our industry and many good things are happening. In the past few weeks I've been a guest speaker at the Tennessee and North Carolina Shows and attended the AMOA Executive Development Program (Group III) at Notre Dame University. The more I travel, the more operators I meet and the more I learn about our industry. The next five to eight years look to be very promising for those operators smart enough to look at the industry in total and make changes accordingly.

Board of Directors of the Amusement and Music Operators of Tennessee. Front from left: Bill Stone, Carter Downen, Phil Dollar, Gordon Archibald, Stann Mitchell; Middle from left: Barbara Barker, Pat Hudson, Vickie Blackburn, Nathan Wall. Back from left: Tom Jackson, Royce Green, Bobby Sanders, Carl McClanahan, Gary Clark, Sr., Jack West, John Estridge.

Board of Directors of the North Carolina Coin Operators Association....kneeling from left: K.D. Heath, J.B. Reaves, Jimmy Watkins, Fred Britt; back from left: Bobby Earp, Neil Crenshaw, Jim Smith, Jim Thorpe, Milton Brooks, Blair Norris, K.D. Austin.

PROFITABILITY
CUT OVERHEAD + ADD INCOME =
CONTRACTS
ROTATIONS
SIGNS
GAME ROOM
OUT OF

Frank "The Crank" giving a profitability seminar for North Carolina Operators. At the AMOA Executive Development Program, Dr. Jack Kennedy, one of the top Fortune 500 consultants, asked "The Crank" why doesn't he go into the consulting business himself? Answer: "I need to buy me some new clothes first!"

The AMOA Executive Development Program

This was the most motivating three days I've spent in a long, long time. The professors who spoke to our group of 37 have studied the amusement industry for the past 14 years and know it well. We studied behavior modification and charting employees, motivation, law and the amusement business, strategic planning in a small business, and marketing. I've spoken to hundreds of powerful people in the last twenty years, but let me say that three of the professors (Dr. Rich Hunter, attorney and assoc. professor at Seton Hall University; Dr. John Kennedy, consultant to every President from Eisenhower on; and Dr. Chris Anderson who studied human behavior for over 20 years at Notre Dame) have given me a clear picture of how I want my company to run in the next few years. My hat is off to Dr. Jerry Sequin of Notre Dame and Randy Chilton (AMOA Education Committee Chairman) for putting together this great program. I would strongly recommend contacting Mr. Chilton and signing up for Group IV which will start next September (for AMOA members). The cost of a three day session is $300. There are a total of five sessions over a two and a half year period.

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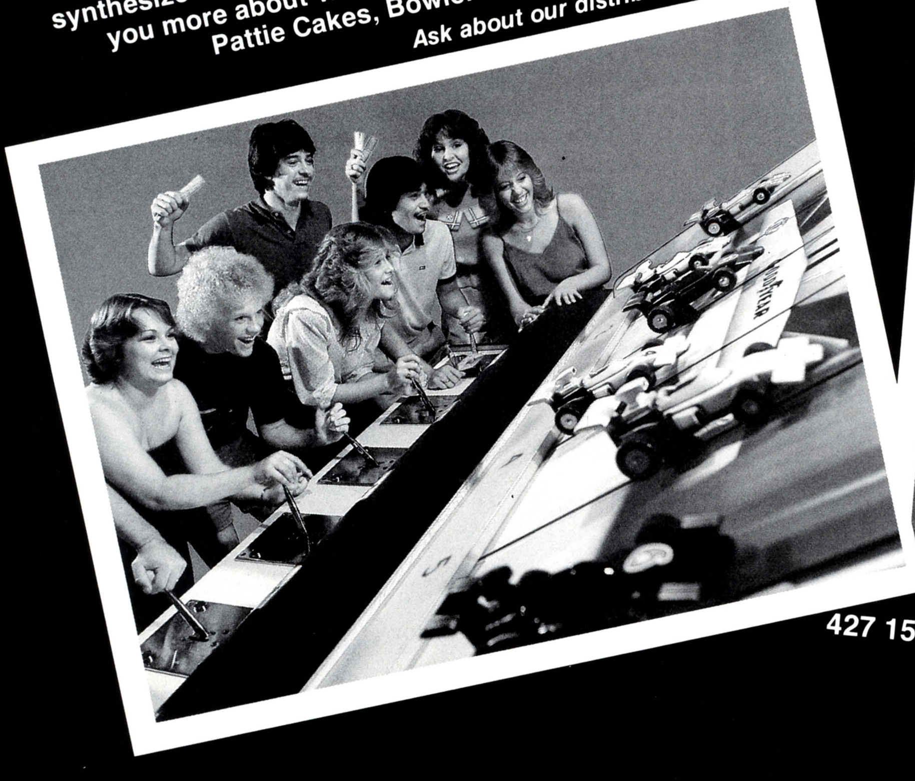

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The most recent AMOA Executive Development Program Group III class. Thirty-seven operators attended, including several AMOA Directors (Doug Gapter, Craig Johnson, Bill LaHart, John Newberry, Tami Norberg-Paulsen, Frank Seninsky). Family and company employees of past program graduates include Dennis Bohrer, Larry Andrews, Elizabeth Green Mosley, Ross Todaro, Jr. These are some of the operators who will make money in the next five to eight years. Get involved in this program.

I would be much better off if none of my competitors ever heard of this course! Seriously, this education in how to run a small business is extremely valuable. The program really motivated me and I'm out there motivating and working with my employees every day since I got back from Notre Dame!

Industry Standardization

Jon Brady of Brady Distributing took Dick Hawkins (AMOA President) and me on a tour of his huge operation. From what I hear, only Lieberman Music in Minnesota and C.A. Robinson in California have operations this impressive. In one of the photographs you see Jon Brady holding up one of his parts catalog boards while Dick Hawkins stresses how industry standardization will save operators thousands of dollars each year. When you see all the parts laid out in front of you like this, it just hits you how important standardization is. Another of John's boards has over 100 microswitches on it! The entire industry should be behind standardization. Mr. Brady is for it even though his parts department would carry less items and need less space. Hey, that would mean that operators would have more money to spend on new games and Jon would have to put an addition onto his building! Craig Johnson, AMOA Standardization Committee Chairman, has come a long way this past year. Let's give the committee our support and help them save us all some money.

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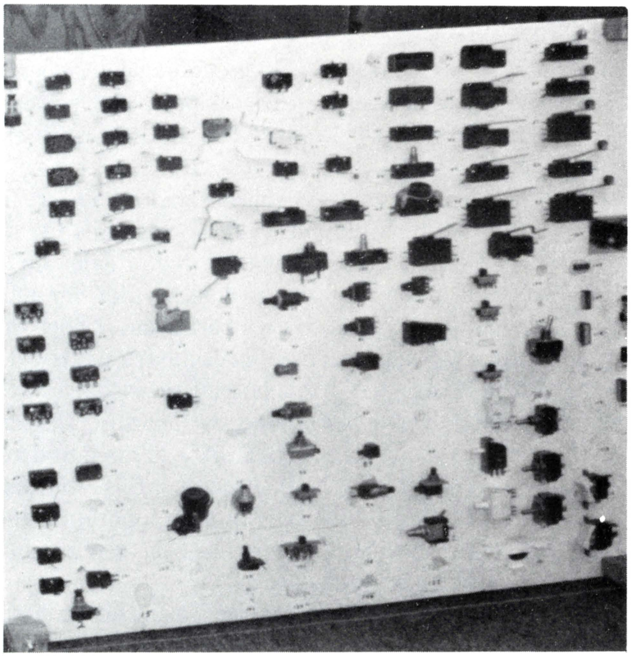
Jon Brady of Brady Distributing holds up his parts connector catalog board while Dick Hawkins, AMOA President, points out the importance of industry standardization. Imagine carrying this in your tool box!



Brady's microswitch parts display showing over 100 different switches used throughout the industry. God, do we waste money on parts!

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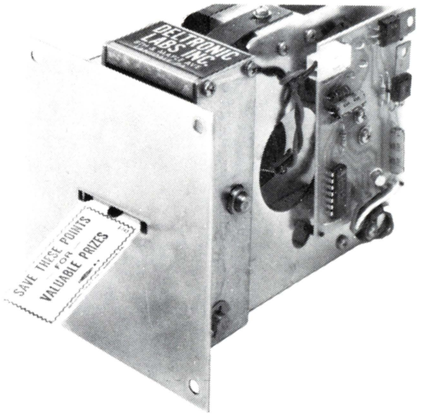

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IMPORTANT DATES IN FOOTBALL HISTORY

November 6, 1869—Princeton and Rutgers played the first intercollegiate football game in Brunswick, New Jersey. Rutgers University won by a score of 6-4.

The Leland CORPORATION

Liability Insurance

Operators will be seeing some lower liability rates shortly because AMOA has been able to get a separate industry category rating for the amusement industry. This is a major step with many future steps to follow. There are very few liability claims in our industry. As long as we all work together, I am hopeful that there will soon be an insurance package for operators which will be fair and we won't be at the complete mercy of the insurance companies. I'll have more on this soon.

State Lottery Seminar

There will be a seminar at AMOA on state lotteries. There are 28 states that presently have lotteries with more looking into it seriously. So far I haven't heard operators screaming how these lotteries have hurt the coin-op business but with new technology applied to player activated terminals (PAT'S), let the screaming start. In the near future PAT's will be just like our video games! I, for one, am scared so I want to know what it's all about.

AMOA/AAMA 1988 Congressional Pinball Tournament, Washington, D.C.

This is my baby and it's off to a great start. The "Democrats vs. Republicans" pinball tournament is scheduled for May 17, 1988 during the AMOA Government Affairs Conference. AMOA and AAMA are putting on their third Congressional Reception on Capitol Hill and both organizations are working together to attract many of our legislators, their families and legislative assistants. (Last year 30 congressmen and 185 legislative aids attended the AMOA/AAMA Reception).

All four pinball manufacturers (Williams, Bally, Premier, and Data East) will be donating new pinball machines for the congressional winners' state or district. Nancy Sales Co. is awarding a special plush elephant or donkey, with our tournament name button attached, to each participant. I hope that many operators will take part in our industry's three-day lobbying visit to Washington. It's important to get to know the people that make the laws which affect our industry. The time to let them know your feelings is BEFORE a bill is introduced to committee, not AFTER it has been introduced! This is the main thing I've learned about politics. The more operators that attend, the stronger our industry looks, and the greater effect we can have on our business future.

Enjoy the AMOA Show and I hope to meet many of you during the next few days. Take a good look at *Afterburner*, *Double Play*, and *RBI Baseball*.

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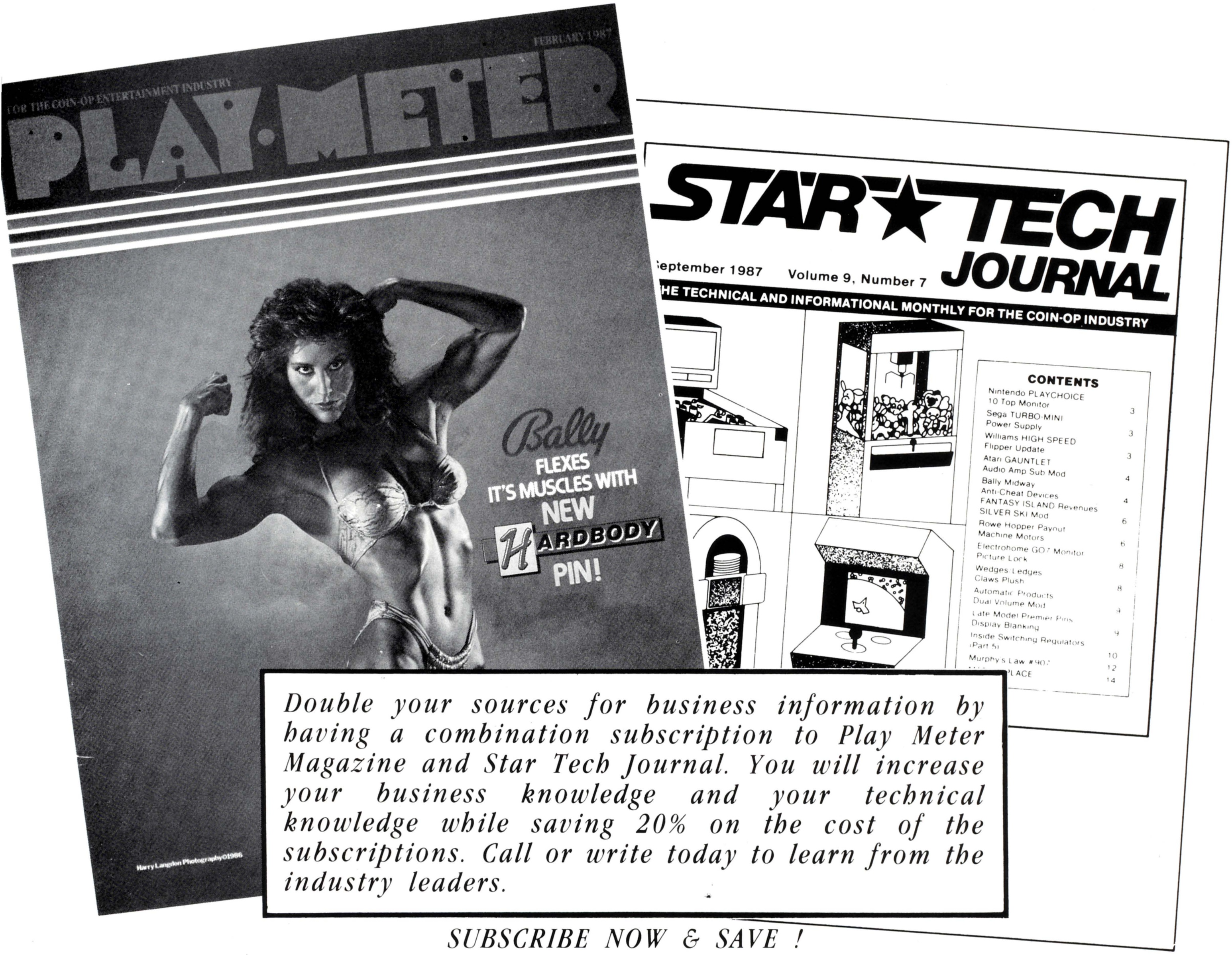
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CONTENTS
Nintendo PLAYCHOICE 10 Top Monitor 3
Sega TURBO-MINI Power Supply 3
Williams HIGH SPEED Flipper Update 3
Atari GAUNTLET Audio Amp Sub Mod 4
Bally Midway Anti-Cheat Devices 4
FANTASY ISLAND Revenues SILVER SKI Mod 6
Rowe Hopper Payout Machine Motors 6
Electrohome G07 Monitor Picture Lock 8
Wedges Ledges Claws Plush 8
Automatic Products Dual Volume Mod 4
Late Model Premier Pins Display Blanking 9
Inside Switching Regulators (Part 5) 10
Murphy's Law #907 12
PLACE 14

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TAX TIPS

by Irving L. Blackman

SMART PLANNING FOR CLOSELY HELD CORPORATION OWNERS

Business owners are always searching for ways to take cash out of their closely held corporations without triggering a barrage of unholy tax consequences. The most dreaded is the infamous "double tax." This generally afflicts a business owner who dips into the corporate till without a good, well-documented business reason. Money that leaves the business this way is not deductible by the corporation, but is taxable to the owner as a dividend. Ouch! Fortunately such outbreaks of "double tax" can be avoided with proper planning.

A little-known planning tool allows you to win the take-money-out-of-the-corporation game even after you die. It is a relatively simple device you can use to put cash in your wife's hands free of any estate tax. It's called a Death Benefit Agreement, which is usually drafted as a provision in the employment contract between the business owner and his corporation. Typically, such an agreement calls for the corporation to make payments to your wife for a fixed number of years after you die. The payments are usually tied to your compensation in some way. For example, the agreement might require the company to pay your spouse an amount equal to two and a half times your average salary for your last three years in equal monthly payments over eight years. Let's put some numbers to it: If your salary averaged $100,000 per year for the three years before your death, the agreement would pull $250,000 out of the company's future profits at the rate of $31,250 per year to your spouse. The corporation could deduct the payments as made, while your wife would pay income tax on each payment as received. Best of all, not one cent of the payments are subject to estate tax.

The IRS recently blessed this type of Death Benefit Agreement in a Technical Advice Memorandum (TAM 8701003). While a TAM is not supposed to be cited as precedent, it does reveal the thinking of the IRS on this particular issue.

As you can guess, it pays to be on the lookout for tax-saving ways to take money out of your corporation. It's true--saving taxes can make you more money than making more money.

SURE-FIRE WAYS TO AVOID ESTIMATED TAX PENALTY

Washington wants your tax dollars...fast. So, to speed up the process, Congress snuck a provision into the Tax Reform Act forcing taxpayers to boost their estimated tax payments. Now, your estimated payments, plus the taxes withheld from your salary, must equal 90 percent (up from 80 percent) of the total tax due. Don't fall short or you'll be socked with a nine percent non-deductible penalty on the under-payment. The penalty is imposed on a quarterly basis, so if your first estimated payment isn't enough, you can't make up for it by paying more the next time.

Do you need a crystal ball to avoid the penalty? Not really. There are still "safe harbors" that shield you from the penalty even if you miss the 90 percent mark. The easiest way is to make sure your combined withholding and estimated tax payments equal or exceed the tax shown on last year's return. Then, no matter how high your taxes are this year, you escape the penalty.

There's also a way to avoid the penalty if you receive most of your income late in the year. You can estimate payments by "annualizing" your income. Here's how it works: First, figure your income for the year up to the end of the first three months. Then, base your estimated tax payment on the annualized amount.

Example: Your income for the first three months (January, February and March) is $10,000. This gives you an annualized income of $40,000. Therefore, you pay an estimated tax for this time period that would be due from a person with a $40,000 income. Repeat the process after five months (May) and eight months (August); recompute your annualized income; and adjust your quarterly estimated tax payment accordingly.

What if you find out near the end of the year that your estimated tax payments to date have been too low? You can't avoid the penalty by making a larger estimated tax payment for the last quarter, but you're not dead yet. Here's a penalty-saving trick: File a new W-4 Form directing your employer to withhold from your regular paycheck or year-end bonus the amount needed to avoid the penalty. Why does this work? Because withholding taxes are presumed to be paid equally throughout the year. For example, $1,000 of extra withholding in December is counted as having been paid $250 in each quarter. Neat! Do it this year, or do it every year. The maneuver is perfectly legal.

FOUND...AUTOMOBILE DEDUCTION LOOPHOLE

Taxation has never been popular. The peasant did not want to give the king a chicken. In a tax sense, it looks like the automobile has replaced the chicken. When Congress, with applause from the IRS, lowered the boom on business use of automobiles, the taxpayer complaints were long and loud. Worse yet, the tax-professional fraternity did not know how to beat the rules.

Take heart. There is a way. First, the basic rule that causes the problem: You can only deduct business use of your auto. For example, if you drive your auto 20,000 miles in a year and only 8,000 are for business, you can only deduct 40 percent (8,000/20,000) of your auto expenses and depreciation.

Now the loophole: What if you have two autos? And what if the second car is a dinky car that you keep at home, use on weekends, and drive to and from your office (where you house your expensive business car)? Each car is driven 10,000 miles a year. Now the business car is used 80 percent (8,000/10,000) for business. Under the rules, you can deduct 80 percent of the expenses and depreciation of the business car. The legitimate tax savings are more than chicken feed.

To nail down your larger business car deduction, you should do two things: (1) Keep a log of business and total miles driven, and (2) record expenses in the log and keep receipts.

TAX PLANNING SEMINAR TO ANSWER READER QUESTIONS

It seems as if the readers of this column are starving for tax information. Requests arrive on a regular basis asking when I'm going to give a tax seminar. Okay, I hear you!

One subject continues to generate the most excitement and "can-you-answer-a-question" phone calls and letters--transferring the family business to the next generation. Why?...Because this is one area where tax planning is a must for business survival. The typical successful owner of a closely held business toiled for a lifetime to build the business and accumulate some family wealth. The owner does not want to see the business dismantled to pay taxes.

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PLAYERS PICKS

Changing Seasons, Changing Games

by Steve Harris

> *"All in all it was a pretty good summer. Even though there were few standouts, the games themselves all seemed to be good and have something to offer."*
>
> *--Donn Nauert, 1987 International Player of the Year and U.S. National Video Game Team member*

Once again the seasons have changed and the industry is preparing itself for the greatest domestic showcase of coin-operated games and products anywhere. While many operators are sure to echo the opinions of Donn, referring to collection boxes rather than the appeal (or lack of appeal) of the game's play value, it looks like the best may be yet to come for operators and arcade owners in the months ahead. The place to be, of course, to witness these new developments will be at the AMOA exhibition, where shop talk and good times are sure to be accompanied by one of the best game selections we've seen in some time.

With the show's product strong points changing from year to year (last year's spotlight was directed at a bright assortment of pin games), 1987 promises to hold a few surprises and highlight some of the trends that are currently pushing the games industry along.

This special AMOA edition of the U.S. National Video Game Team's Player's Picks column will take a look at some of these developments and provide a wrap-up of what players feel are some of the better machines you'll be seeing on the show floor. These reviews and endorsements are designed to steer you to the "Best of the Show" and let you know how players feel about the games that they'll be dropping quarters into over the long winter months ahead.

Will pinball reign supreme at expo '87?

Last year pinball made one of its strongest post-video boom showings ever. All of the major pin factories were out in force with three top games that proved to be the talk of the show, eclipsing a good but otherwise bland selection of video games. One of the machines introduced at last year's convention, Williams' *Pin-Bot*, is now on its way to becoming an all-time classic.

This year's menu of pins once again has three very worthy additions from the big three--Bally, Gottlieb/Premier, and Williams--as well as a strong first effort from the newly formed pinball division of the video game powerhouse, Data East.

DATA EAST Presents
Laser
WAR

Under the helm of pinball veterans such as Gary Stern, Joe Kaminkow, and Lou Randolph, Data East may well have the title of "Best Pinball of Show" wrapped up for their impressive *Laser War* unit that was originally introduced during the ACME show earlier this year. Now, with some added features, additional playing incentives, a hard-hitting soundtrack that rivals the best of the big three, and a layout that pulls the package together to near perfection, Data East has a pin that is pure dynamite!

Laser War splits the action between three portions of the playfield denoted red team, blue team, and yellow team. Red, yellow, and blue playfield targets correspond with the values of the appropriate lock/kickout.

A laser cannon ramp serves as a multiplier and awards mega-points during multi-ball play. The rest of the playfield is equally active with an opening shot up a ramp releasing the ball into a W-A-R lane change that, upon completion, increases the bonus multiplier and a trio of thumper-bumpers just below that area that really gets the ball moving! Other familiar sights include dual drain lanes (with the left drain protected by a Steve Ritchie-inspired kickback).

The game is loaded with more than its share of colors and sounds. The majority of the multi-colored jewels emanate from a pulsating centerpiece insignia that holds bonus levels and other pertinent information far away from other targets. The digital musical stereo and sound accompaniment on *Laser War* is top notch, with particular musical scores over-flowing with an intensity that's sure to attract players.

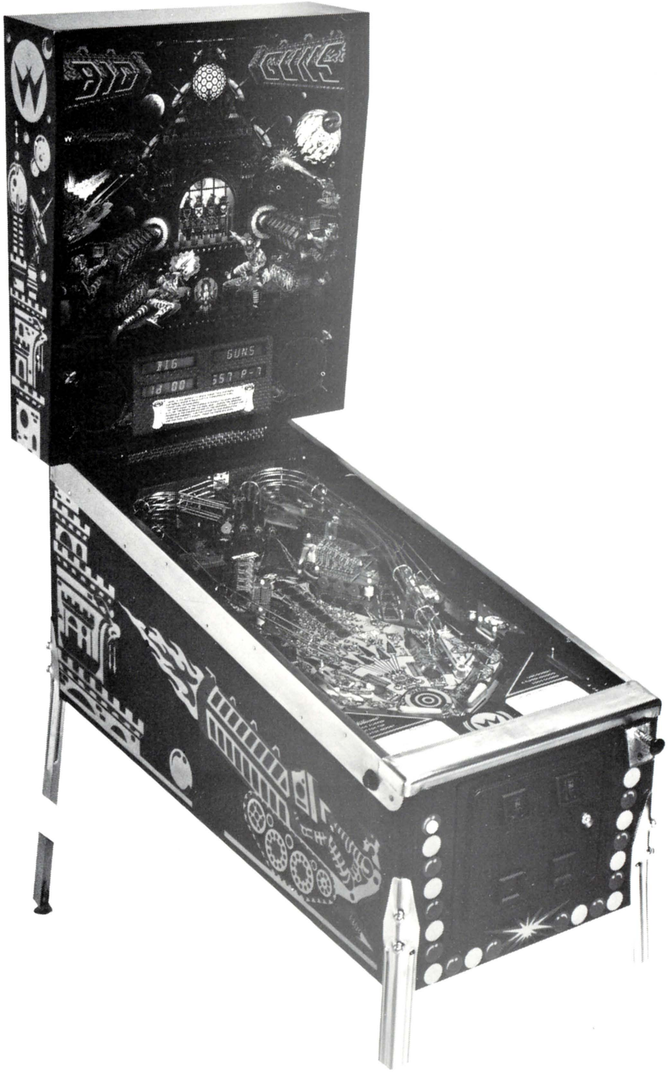
In many respects *Laser War* looks as though it was definitely inspired by the modern day pinball tour-de-force, *High Speed*. And, since it is a first attempt at a new field, it was probably a wise choice to go for a more conventional, single-level playfield rather than some of the elaborate layouts that have been making their way into the arcades recently. But, for all the flattery it pays *High Speed*, *Laser War* boasts a similar number of concepts that are uniquely original; not in design but in execution. The game flows smoothly and has a difficulty factor that is not prejudiced to any one specific area. And, even with all the activity, *Laser War* is uncramped, with shots equally divided between the two halves of the layout.

Many are displaying some unwillingness to commit support to this new game since it comes from a newly formed company. When you take a look at the talent behind this project, the decades of designing and engineering expertise become clearly evident. Hesitant or not, it's impossible to overlook the superior play value of this title or the appeal that it's sure to generate. From the photographic backglass topped off with a swirling laser light, to the high action playfield that explodes with objectives, targets, and incentives, *Laser War* is a solid and thoroughly enjoyable game. If it's any indication of what's to come, Data East is definitely on its way to becoming the fourth major pinball superpower!

Licensed to kill

Much could be said about the benefits of using the names of famous movies, people, or subjects to attract players and boost the appeal of games. On the surface, a licensed product can generate tremendous initial enthusiasm, but as is the case with any video game or pinball machine, the play value itself is the determining factor that will ultimately decide the fate of the game.

The pinball industry has a rich history of classics that have used well-known titles to provide the backdrop for play. Bally has been one of the leading proponents of this philosophy and has released some of the most playable and collectible pins in turn. Now they're taking the concept to the arcades once again to capitalize on the multi-billion dollar success of the role-playing game favored by teens and young adults known as Dungeons and Dragons.



The role-playing is complex and stylish, with volumes of material required to play the game. History and legend are emphasized, as players work in teams to battle monsters and evil spirits in a countless number of scenarios led by a Dungeon Master. Although the Bally pin doesn't come quite that close to reproducing the feel of the game on which it's based, it does provide an interesting setting and familiar environment for those millions of video game-aged kids who play the game.

The action of the pinball, *Dungeons and Dragons*, is broken up into several areas, with a dragon's lair serving as the center of attention. The rest of the play is split between ball locks along the sides of the playfield, and a somewhat hectic area that occupies the top and middle portions of the screen.

Dungeons and Dragons is supported by some fine sound effects that lend atmosphere to the theme; however, the playfield is generally devoid of the contrasting and colorful playfield found in a game with a darker playing field. A highly detailed dragon graces both the backglass and the playfield, with a fiery orange countdown tracking the bonus and multipliers.

Dungeons and Dragons is a step away from most of the Bally pins we've seen in recent months. The flippers are of new design and are a bit more powerful than those that preceded it.

It's a tough call, but the appeal of the theme just might draw the following needed to make this pin worthwhile. It's up against some tough competition, but its unique play mechanics might elevate it above the others in the players' eyes.

Rounding out the pinball field

Upcoming pins that are sure to get some good exposure at the AMOA include Williams' *Big Guns*, designed by a Steve Ritchie sibling, Mark. Initial player feedback indicates that this is quite a solid offering, with some unique shots and catapulting features that may have players forming long lines in the months ahead.

Also on the horizon is *Victory* by Premier, an in-depth racing pin that keeps the player constantly involved with pit stops and other driving features. More on these two after the Expo.

Video game progress

There's been somewhat of a trade-off in the coin-operated video game market recently that has had some rethinking the mistakes of the past and questioning whether or not the manufacturers still remember the day video games went bust.

A lean toward more and more dedicated fare has had many operators trying to come to grips with the higher cost associated with the machines. There's one very important difference between the dedicated games of today and those of the early 80's.

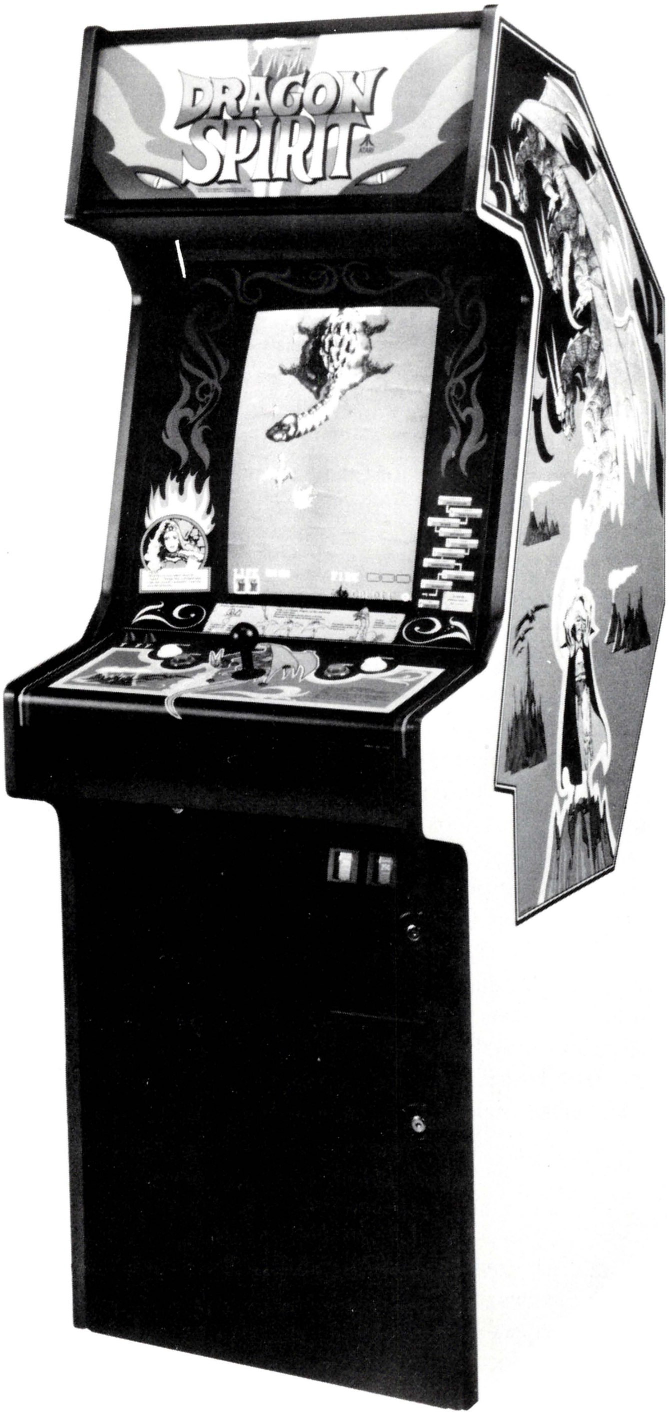
Today's games, for the most part, are good.

That's not to say that the titles we all saw were bad. There was an abundance of bad product, however, at the same dedicated price. Today's dedicated titles are generally good games that *will* earn money. Many games, such as the Sega simulators, cannot be purchased in another format, and therefore the justification can be made. Other games that probably should have found their way into systems, but were first released dedicated, have stirred up some problems. But the success of many of these units (most notably the Nintendo VS and *Play Choice-10*) have made systems still a lucrative investment.

The video games highlighted below are the U.S. National Video Game Team's predictions for some of the "Best of Show," followed by capsulated reviews of other machines to watch for.

Atari's *Dragon Spirit*

Good shoot-em-up games have become few and far between recently, taking a back seat to fighting games such as *Double Dragon*, and abstract reflex testers like *Arkanoid*. *Dragon Spirit* is a pleasant visit with this theme, with updated play found in classics from *Xevious* to *Galaga* with a medieval dragon backdrop and crisp graphics to match.



Engineered by the folks at Namco who were famous for the two aforementioned titles, *Dragon Spirit* is a straightforward contest that features a huge cast of characters and nine levels of play.

The player portrays a man who has been transformed into a dragon to protect a battered kingdom. At his disposal are bombs to attack ground targets and an ever increasingly powerful array of air-to-air weapons that fill the screen with flaming dragon breath.

To upgrade weapons, the player can collect red and blue eggs that increase firepower and expand the number of dragon heads (thus increasing the number of volleys released with each attack). These eggs provide many risk-taking incentives for the player and are accompanied by hidden targets that award additional honors.

The animation in *Dragon Spirit* is well-drawn and very detailed. Shadows and shading increase the realism of the mountain and forest landscapes that scroll by below (from top to bottom and from either direction to the left and right when the player moves to the borders). The screen radiates with the explosions and environment of the conflict.

Dragon Spirit has a few other features that are sure to appeal to players. A level select mode in the beginning of the game allows the player to choose the starting round, while decreasing the game time for experienced players who are intent on finishing the game's nine levels. *Dragon Spirit* is a good game that has many of the qualities found in the first generation of shooting games that did so well. The graphics have been cleaned up and the available number of nuances increased, but not at the expense of the game play. *Dragon Spirit* is a better-than-average shoot-out using a popular theme that really has never been explored in this way. It's definitely worth a look and should prove to be quite popular with a new generation of players who find the action of earlier shoot-em-ups lacking in quality.

Capcom's *Street Fighter*

It's an interesting concept that has been done before, but never to this level of perfection. Inspired by sparring games such as *Karate Champ* and *Yie Ar Kung Fu*, Capcom's latest, *Street Fighter*, uses a larger screen, special punching "pads" in place of buttons, and some of the most vivid graphics ever seen in a video game and it's packed with more punches and foot sweeps than anything before.

The object is simple: take out a number of bad guys from different countries around the world to claim the title of street fighter. Sounds easy, but the variation in each of the opponents makes the task of world conquest more than just difficult.

The play is not that different from the earlier titles mentioned, although the available moves are different and the execution is laid out better. The real selling point of this game is its absolutely fantastic graphics. There's nothing to compare to the colors and animation, played out so fluidly, in both the foreground and background characters. Each of the opponents has definite ethnic characteristics that, when coupled with the beautifully painted settings, add to the atmosphere of the contest. The graphics are simply amazing, rivaling anything in this class.

The player/machine interaction is also unique. The customary joystick can be found, but is used in conjunction with two large "pads" that gauge the strength of the punch or kick, depending on the force that the player strikes. It's a neat twist that really pulls the physical aspects of the game play together

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(and lets you work up a sweat!). The game has one- or two-player provisions, allowing for double coin drops.

Street Fighter has all the makings of a winner, complete with graphics and sound effects that put most games to shame. The proven game play is still popular in many areas, and could find a loyal following. *Street Fighter* is another game that will be better suited to some locations over others, and its larger size may make some street locations out of the question. Regardless, it gets the U.S. National Video Game Team's vote for Miss AMOA on looks--graphics that support a highly active, physically draining play theme. *Street Fighter* is a rock-em, sock-em, knock-em down winner.

Sega's *After Burner*

Much has been said about the latest Sega simulator game. The theme is an intense aerial dogfight played out over 23 different levels. All the usual Sega trademarks are there: brilliant graphics, high speeds, and superior interaction.

The player mans a sleek F-15 fighter with an unlimited supply of gunfire and a large stockpile of homing missiles. Leaving a carrier group, the player must navigate over a constantly changing and quite picturesque landscape. Immediately, enemy contact is made and the battle begins with planes, helicopters, and missiles filling the sky in what has to be the most out-of-control combat reproduction ever seen in the arcades.

Splitting up the constant attacks of enemy aircraft are bonus rounds where high points are awarded for skillfully strafing the countryside. In addition, a refueling plane comes along occasionally to refuel and outfit the aircraft with a new supply of weapons (or add to those already in reserve).

While the upright *After Burner* is impressive enough, the simulator is outstanding! It's an enormous unit that swivels on a dual axis to provide one of the most realistic playing environments ever seen in a video game. The bucking of the cockpit reaches a fever pitch during the height of battle, when aerial rolls and evasive maneuvers are required at a split-second's notice. The simulator is one of the best arcade attractions ever conceived. The wizards of Sega will be hard pressed to even come close to the feelings of flight that this game affords.

After Burner isn't going to be another *Out Run*, but it does dish up some of the best thrills you can find in an arcade game. It's a shame that Sega didn't expand on the premise somewhat and divide the action from the straightforward air-to-air combat to air-to-surface battles as well. As it stands, *After Burner* is fun to play and will stand as the ultimate fighter simulation for a long time to come.

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Others to watch for:

Nintendo's *R-Type* boasts some of the best graphics in a *Nemesis*-inspired game that is very entertaining. Designed by Irem (*Moon Patrol*, *Kung-Fu Champ*), *R-Type* has players exploring deep within enemy space that is inhabited by some of the strangest hostile forces ever! Don't miss it!

Data East's *Ghost Busters* finally brings to the video game screen the exploits of the daring trio of spook spotters. A three-player contest that vaguely resembles *Snake Pit* in play, *Ghost Busters* matches the attraction of its name with some very involving game play.

Romstar's *Time Soldiers*, a new two-player variant on *Ikari Warriors* (licensed from the Ikari designers, SNK), has players battling strange and mythic characters throughout history, searching for missing comrades to bring back through a time warp. Interesting play action, coupled with some good graphics and sound effects, elevate this one to the top of the pack. Early feedback is extremely favorable, with a possible endorsement on the way!

From SNK itself comes *Touchdown Fever*, a new attempt to rework the ancient Atari *Football*. This time it seems to work with an overhead perspective and one- or two-player options.

Another new football game is on the way from Tecmo. Appropriately named *Tecmo Bowl*, it is a giant two-screen contest that accommodates up to four players simultaneously. The graphics are sharp and the players' actions are equally impressive. Also on the horizon is a very interesting shoot-em-up that boasts some of the most fantastic graphics ever seen in a game of this type.

In closing, let me invite all operators to contact us at the show for a player's opinion of the latest games or hands-on demonstrations of any title. We'll be in our customary white uniforms and will be looking forward to talking with you. See you at the show!

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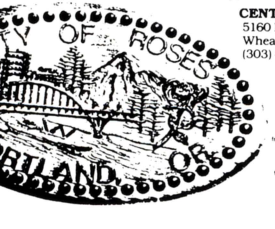

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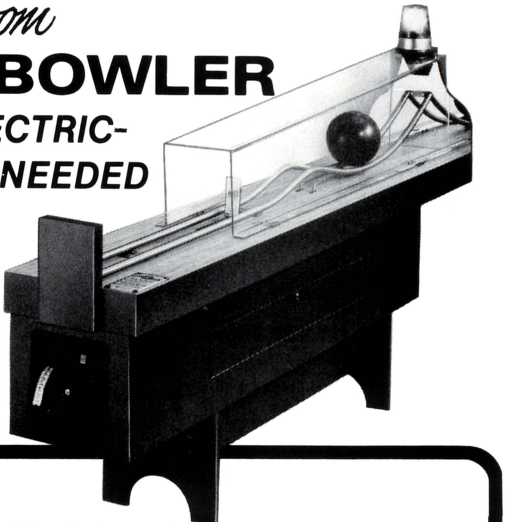

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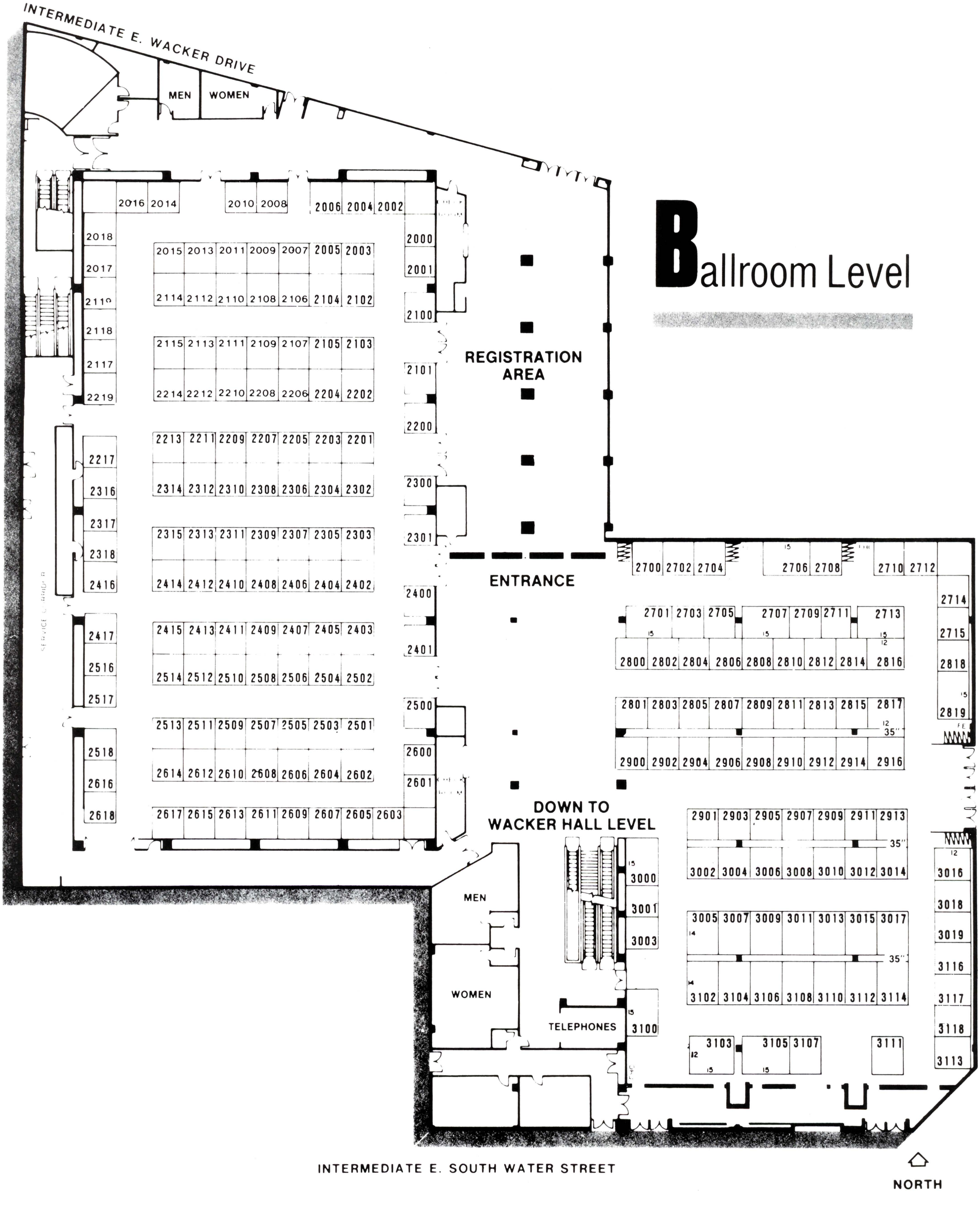
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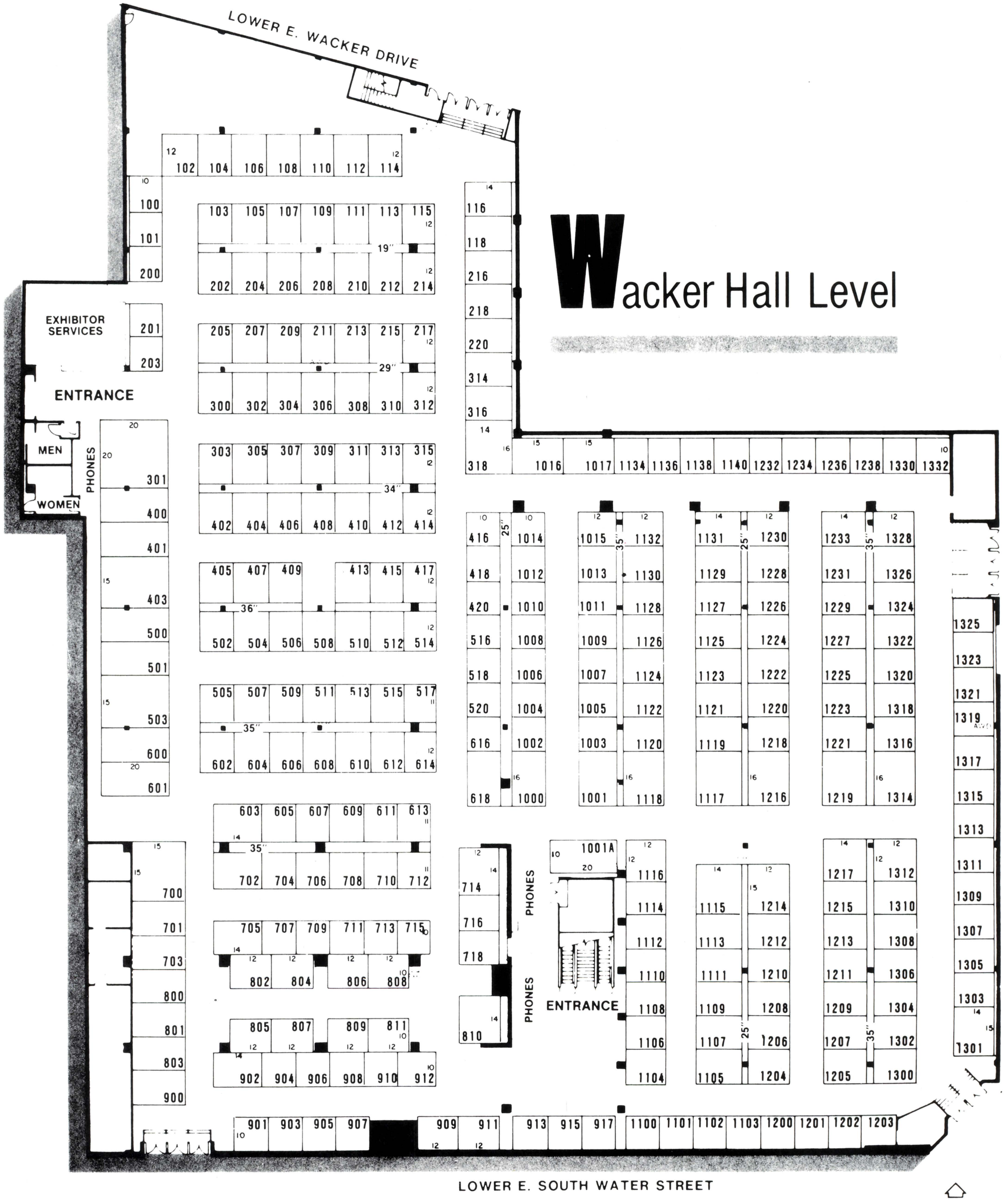
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NEW PRODUCTS

After Burner

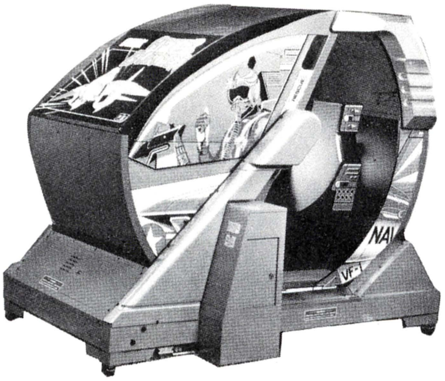
Sega Enterprises has combined 3-D graphics with stereophonic sound and motion in *After Burner*, an enclosed cockpit video that takes the player into the world of the supersonic jet pilot.

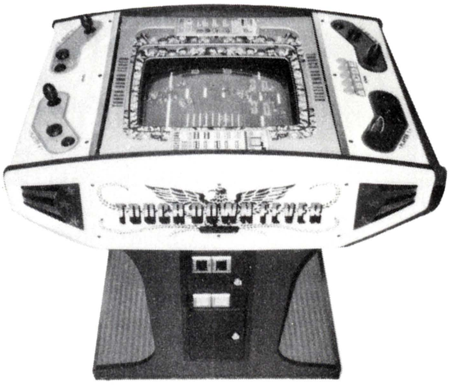
Fitted with a bill acceptor or coin acceptor, *After Burner* may well break the dollar barrier just as the jet pilots who inspired this game exceeded the sound barrier. The game is available in an upright cabinet and the deluxe cockpit that features four-way rotation.

Players match wits with enemy fighters and avoid heat-seeking missiles and laser-directed anti-aircraft fire while experiencing body-jarring, brain-numbing G-forces during game play.

Features include a hand throttle, seat belt, warning beacons, and a control stick with missile launch and rapid- fire cannon triggers. Players move through 23 progressive stages from dogfights to raids on enemy ground installations. On-screen graphics include target "lock-on" and rear-scanning radar.

For more information, or distributor referral, write Sega Enterprises, Inc. (USA), 2149 Paragon Drive, San Jose, CA 95161; (408) 435-0201.





Touchdown Fever

SNK Corp. brings pro football action to the video screen with *Touchdown Fever*, available as a four-player game in a stand-up cocktail table or a vertical, two-player cooperative conversion kit.

There are over 100 formations for passing and running in *Touchdown Fever*. A special feature is the rotating unnotched joystick that allows the quarterback to pass and lateral in any direction while running. It also provides the receiver, upon completion of the pass, to lateral the ball to another player while running.

Other features include the ability of the offense to attempt a three point play within the 35 yard line and bonus time awarded for first downs and touchdowns.

Players may play against each other or play the computer controlled team. There are multiple coin and buy-in features. Players have the option of a one point or two point conversion play after touchdowns. Bonus time is awarded toward the next game when players defeat the computer.

For more information, or distributor referral, write SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844.

R.B.I. Baseball

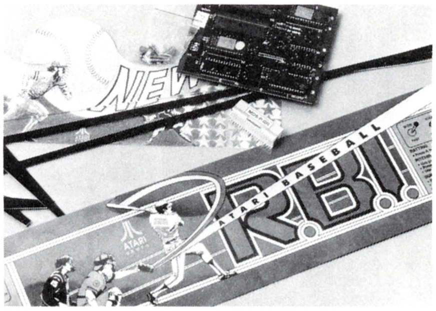
Atari Games announces its latest video release, *R.B.I. Baseball*, a game that offers operators the ability to adjust playtime and the number of innings per credit.

R.B.I. Baseball is a one-and/or two-player simultaneous baseball game for the Nintendo VS. System including: Uni System uprights, dual monitor uprights, and dual monitor sit-downs. The game has been designed for both street and arcade locations and has the add-a-coin feature.

Players select from one of ten "dream teams," each with a roster of baseball greats. Standard VS. System controls are used--a joystick and two buttons to hit, pitch, run, steal, control fielders, and substitute batters and pitchers.

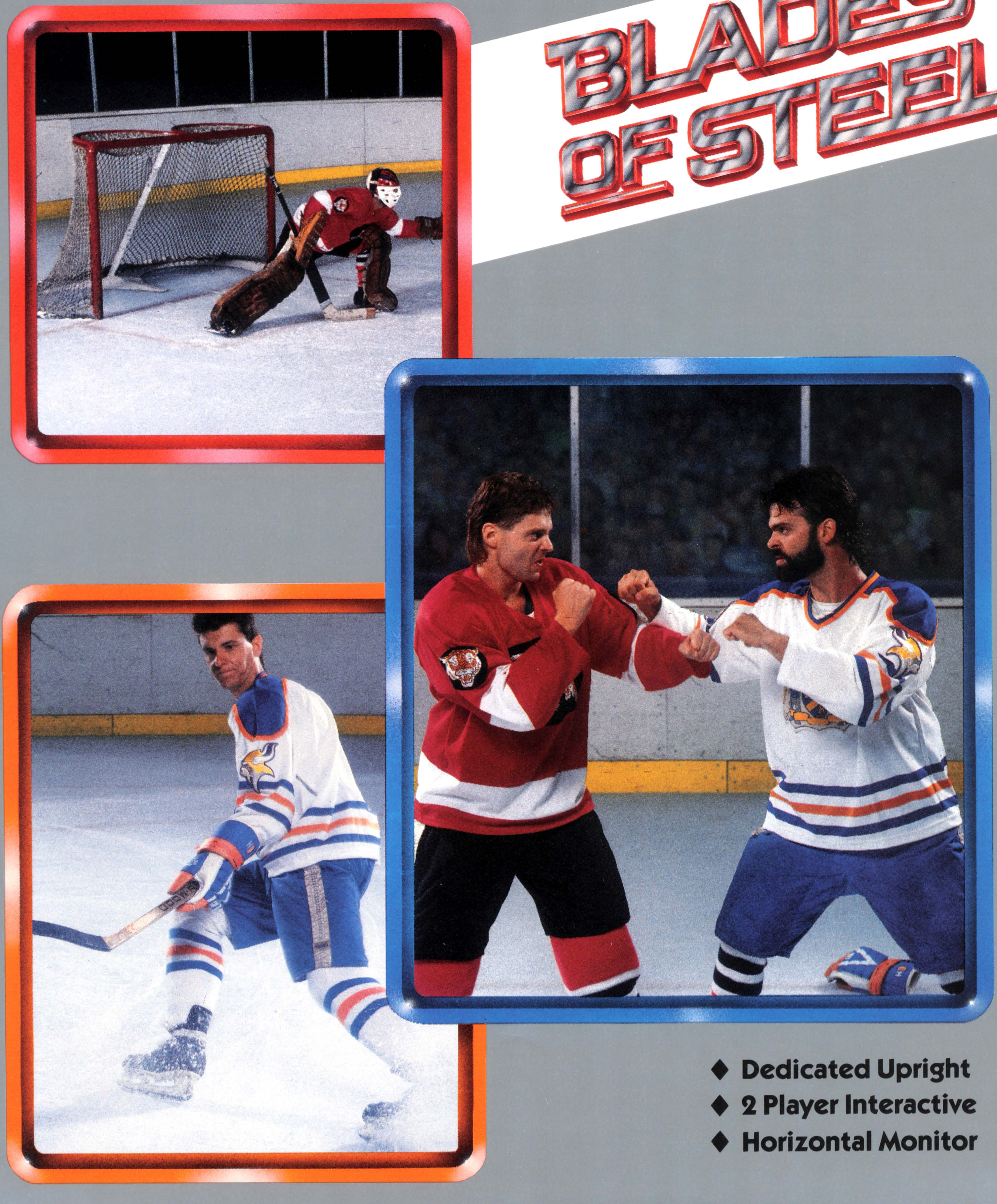
Skill characteristics and statistics are based on actual player performance. Each player has different hitting power, running speed, and pitches a variety of styles. Knowing the strengths and weaknesses of teams and players is crucial. At the end of a game the winner is amusingly announced in bold print on the daily sports page.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3779.



THE HOTTEST GAME ON ICE.

BLADES OF STEEL



- ◆ **Dedicated Upright**
- ◆ **2 Player Interactive**
- ◆ **Horizontal Monitor**

KONAMI®

KONAMI INC. · 815 Mittel Drive · Wood Dale, IL 60191
Phone: (312) 595-1443 · Fax: (312) 595-2973 · Telex: 6871385 KONAM UW

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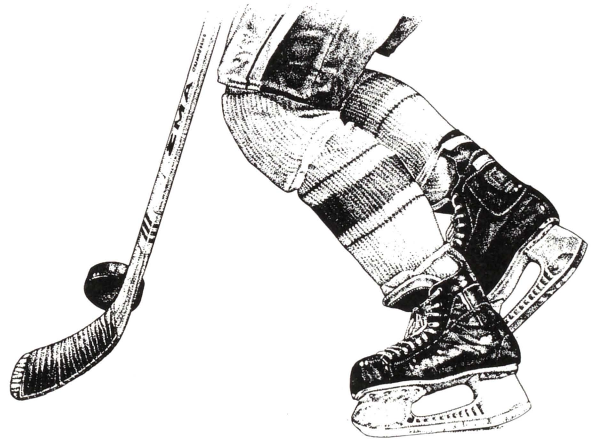
BLADES OF STEEL™



1. **Dedicated Upright**
2. **2 Player Interactive**
3. **Horizontal Monitor**
4. **Each Player's Controls Are:**
    1 Trackball
    3 Buttons: Face Off/Pass Shoot Fight

Description:

The most exciting hockey games are those that have a good mix of hockey play as well as player fights. This combination of action is incorporated into Blades of Steel, the supreme hockey challenge.

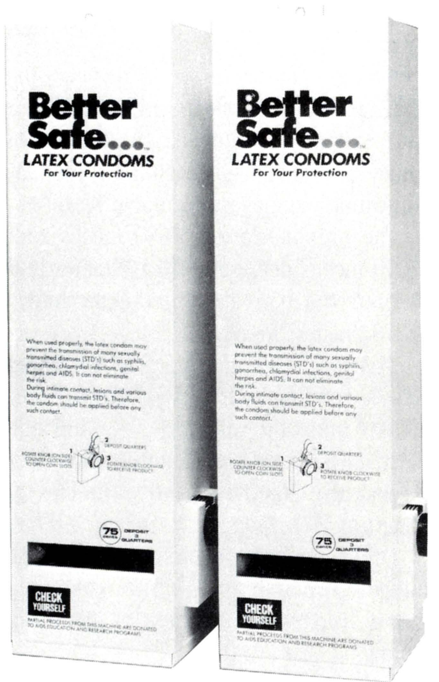
To start the game, each player enters initials for his team's name. The action then begins at the face off. The player controls the character on his team in the solid outline. The player can do all the things a real-life hockey player can do. He skates around the rink, constantly trying to gain control of the puck. By checking or punching opponents, the player can steal the puck. He can pass the puck to one of his team members for an assist, or shoot for a goal himself. Throughout the game, an announcer describes the action occurring on the rink.

When tempers flare up, the punches will fly. In Blades of Steel, one-on-one blows lead to a close-up fight. With the crowd cheering them on, players insult each other, throw their gloves down, and start swinging. The only penalty in Blades of Steel occurs if you lose the fight. The loser is ejected from the game for 30 seconds, putting the game into Power Play. The winner gains control of the puck.

25¢ buys 1 minute of playing time, expandable up to three 20-minute periods. If one player beats the CPU in a game, he is awarded extra playing time. A full game consists of three 20-minute periods. After each period, one bonus stage is given, either Slap Shot stage or Block Shot stage (alternating). In the Slap Shot stage, the player shoots as many goals as he can in the amount of time given. In the Block Shot stage, the player blocks oncoming shots from the opponent. Extra playing time is given depending on the amount of shots scored or blocked.

To add to the realism of the game, at the end of 3 periods of play there is a presentation of the trophy to the winning team!

KONAMI®



Better Safe

Check Yourself, Inc., manufacturer of a breath analyzer, introduces *Better Safe* condom vending units.

Better Safe features a front cover that slides up for easy access and reloading. The unit holds up to 120 condoms in a double column configuration.

Constructed of 16 gauge steel, the machine measures 26 x 7.25 x 6 inches and weighs 26 pounds when empty. The coin mech accommodates 10 cents up to 75 cents. No coins are accepted when the unit is empty. Color choices include white or pink enamel.

Check Yourself also supplies double-wrapped latex condoms. Health notices are printed on the machine and the condom wrapper along with instructions for use and a note that donations are being made to AIDS research programs.

As part of its education program, Check Yourself has published three brochures to increase public awareness of AIDS prevention: "AIDS and the single person," "AIDS and the college student," and "AIDS and women."

For more information, write Check Yourself, Inc., 55 Hudson Ave., Freeport, NY 11520; 800/962-1002 or (516) 379-4719.

Profit! Control System

Priesmeyer & Associates introduces *Profit! Control System*, software for microcomputers that focuses on ROA, collection histories, transfer dates, and meter readings.

With this system, reports answer key questions about your business in five categories: 1) Summary Income Statement--performance of the entire operation after each collection; 2) Revenue Reports--extensive collection history, including two cumulative registers for each machine; 3) Profit Reports--all expenses, profits, and the ROA for every machine and every location; 4) Coin Reconciliation Reports--overages or shortages after each collection; and 5) Collection Forms--list of all equipment at each location, including any percentage split to be paid to locations.

Exception reports can be printed using any of 12 sort options. Sort routines provide reports by revenue, profit, ROA, and by equipment name or type. Reports can be printed to list equipment with the best improvement (or worse decline) in revenues since a previous collection or to identify non-profitable equipment.

A demo package with fully functional software is available with a 70-page operations manual for just $10. The total system is priced at $375 including freight. It is not a general accounting system, but a system specifically designed for managing revenue producing equipment.

For more information, or to order a demo package, write Priesmeyer & Associates, 1218 Windsor Road, Harrisonburg, VA 22801; (703) 434-1948.

Xenophobe

Bally Midway invites video game adventurers to explore the unknown in *Xenophobe*, a science fiction salvage operation game for one-to three-players.

In *Xenophobe*, players assume the roles of nine different exterminators on a mission to rid the final frontier of annoying PESTS (potentially evil space things). Xenophobe means the irrational fear of anything strange, or fear of aliens.

The game has a three-way horizontal split screen and buy-in feature. Players select a character (with names like Mr. M. Brace or Dr. Zordirz) and must clear locations of hostile alien life forms. Exterminators stumble upon various pieces of hardware that can be picked up for later use.

Pests to be destroyed include scorpion-like "critters", "snotterpillars", "rollerbabies", and the doubly dangerous "Festor." Exterminators clear pests from over 200 different areas such as moonbases and starports.

Players keep track of their "health" on a status line. When the number reaches zero the character drops from exhaustion. Without additional coins, players contract "space fungus" and the game is over.

For more information, or distributor referral, write Bally Midway Mfg. Co., 10601 W. Belmont Ave., Franklin Park, IL 60131; (312) 451-9200.

SPR2 Skylab

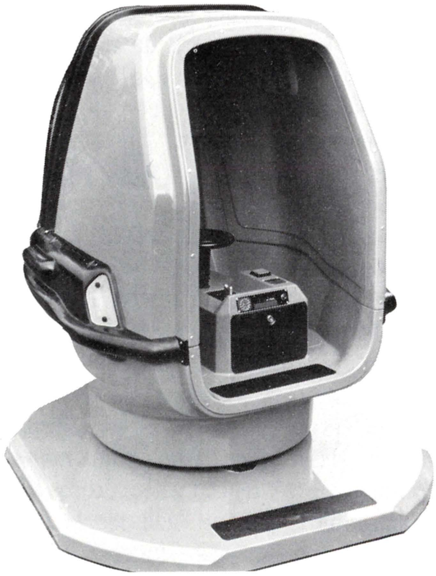
Ride Dynamics introduces the second model in its SPR line of unique flight simulator kiddie rides. The *SPR2 Skylab* can be operated indoors or outdoors without the need for an external power source.

Units are well constructed and locked into position. Interiors are fully molded for easy cleaning. Only minimal maintenance is required.

Ride Dynamics offers a unique coin acceptor that makes blockages rare and ensures minimum downtime on site. As with the company's other products, *SPR2 Skylab* carries a full factory-backed 12 month/50,000 ride warranty.

This ride follows the recent introduction of the *SPR1 Spacepod.* Ride Dynamics makes other space theme flight simulator rides--*Skyhawk Raider* and *Starfighter.* The *Turbochopper* helicopter ride is also available.

For more information, write Ride Dynamics, Inc. 315 E. Eisenhower Pkwy., Ann Arbor, MI 48108; (313) 769-0172.



Bet or Fold

Status Games has developed *Bet or Fold,* a new conversion for the Status System I that easily updates all existing Status *Trivia* and *Fun Casino* games in the field.

Amusement poker is the theme of the game and players use all their skills in bluffing, calling, raising, and folding.

For one coin the player is given 100 points and five hands to play. Play continues until either the player uses all his points or plays all five hands. First the player puts up one point along with the dealer. Five cards are dealt to the player and dealer; the dealer's cards are face down. The player may then bet or check and the dealer makes his bet. Play continues with betting, drawing, and raising.

A special feature makes *Bet or Fold* ideal for tournament use. This feature is the capacity to hold names of up to 20 players with the highest scores. Any player who appears on the top 20 list can come back to the game at a later date, and by entering his initials, re-enter the game using his old score.

The game is strictly for amusement and there are no credits or replays awarded.

For more information, or distributor referral, write Status Games Corp., 56 Budney Road, Newington, CT 06111; (203) 666-1960.

Volcano

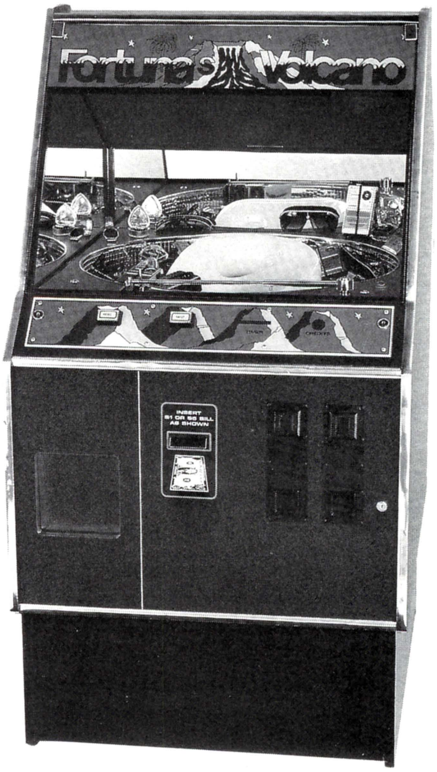
Betson Enterprises adds another merchandising game to its product line with *Volcano* by Fortuna, a center hole rotary unit that has adjustable timer and adjustable payout percentage features.

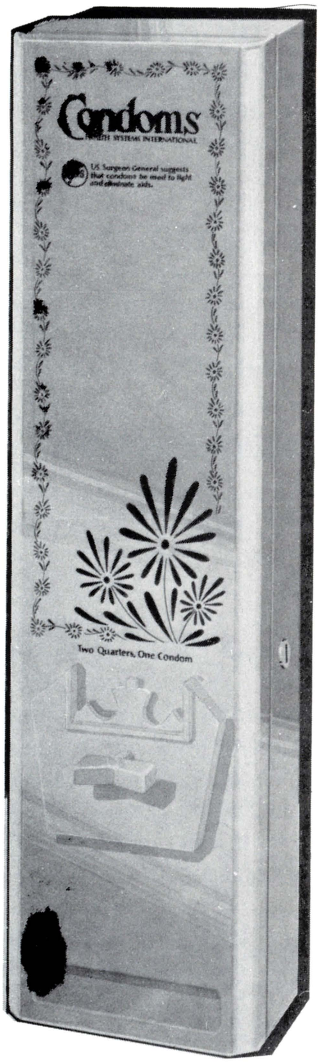
The unit measures 30.50 inches wide, 35.50 inches deep, and 56.50 inches high. Without the base section the machine is 45.50 inches high.

Volcano has a high capacity of 50-100 prizes. Loading is easy with front or top access and the pricing is adjustable. Electronics are solid state, dual coin mechs are standard, and a dollar bill acceptor is optional.

Other features include single stop or nudge turntable play. The cabinet is bright red with touches of blue and yellow.

For more information, or distributor referral, write Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; 800/524-2343. In New Jersey call (201) 440-2200.




Condoms
Health Systems International
US Surgeon General suggests that condoms be used to fight and eliminate aids.
Two Quarters, One Condom

Health Systems International

Stanley Levin & Associates introduces *Health Systems International*, a condom vending machine with a hinged front door that facilitates product loading.

The double column unit holds up to 165 condoms. It is available in a brushed bronze finish or red or blue. Highly stylized graphics make the machine appropriate for placement in a variety of locations.

Dimensions are 29.50 x 6.34 x 4 inches. The coin mechanism can handle 50 cents up to $1. Constructed of 16 gauge steel, the machine has a hasp lock and a cashbox that holds over $70.

For more information, write Stanley Levin & Associates, 510 Sandpiper Lane, Deerfield, IL 60015; (312) 537-5558.

Perfect Billiards

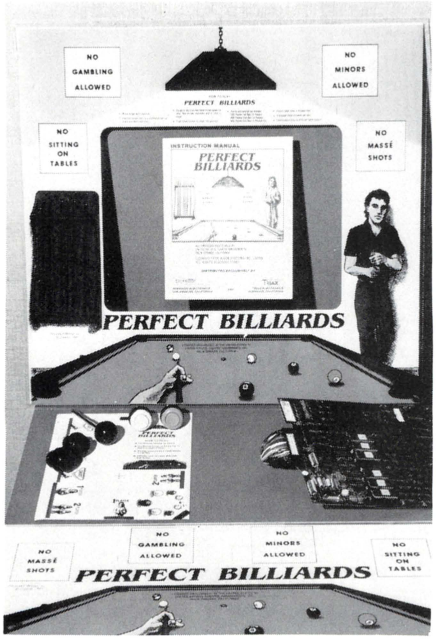
United Artists Theatre Amusements has licensed a new video, *Perfect Billiards*, from Nihon Systems in Tokyo, Japan. The game is available from United Artists or its two distributors: Hokkaido Electronics and Triax Electronics.

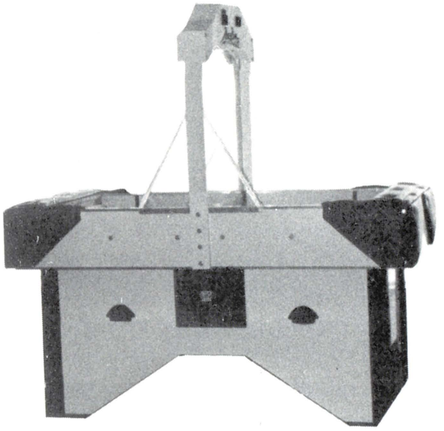
Perfect Billiards is a horizontal kit with continuous buy-in feature. A one-or two-player game, it invites players to compete on 32 different levels, each with a challenging billiard table layout.

Players use an eight-way joystick and fire button to propel the ball. Three balls are given for each game. If players miss a shot three times or "scratch", a ball is lost.

The game is available now. As of September 1, *Perfect Billiards* was in eighth place on the Best Hit Games list in Japan's Game Machine magazine.

For more information, write United Artists Theatre Amusements, Inc., 5005 Calle San Raphael, Suite B-5, Palm Springs, CA 92264; (619) 322-4422. Or contact the distributors: Hokkaido Electronics, 1975 Riverside Drive, Los Angeles, CA 90039; 800/722-8258 and Triax Electronics, 327 W. Arden Ave., Glendale, CA 91203; 800-843-9273.


NO GAMBLING ALLOWED
NO MINORS ALLOWED
NO SITTING ON TABLES
NO MASSÉ SHOTS
INSTRUCTION MANUAL
PERFECT BILLIARDS
PERFECT BILLIARDS
NO MASSÉ SHOTS
NO GAMBLING ALLOWED
NO MINORS ALLOWED
NO SITTING ON TABLES
PERFECT BILLIARDS



RollerBall

RollerBall, Inc. introduces a new table game, also called *RollerBall*, that involves the player in two-handed participation. The object of the game is to "score" goals by propelling a one-inch steel ball into the opponent's goal.

Somewhat reminiscent of table soccer and hockey, *RollerBall* uses two wooden paddles per player, a 3 x 5 foot playing surface, and a steel ball. Players use the two paddles to defend three goals and that's where game strategy begins.

Players use certain foot stances during game play and employ power punches and hooks when trying to out-wit opponents.

Bob Lyons of Denver, Colo. invented the game and has started tournaments in his area. Padded corners on the game were designed with player safety in mind. For convenience, drink holders are mounted on the sides.

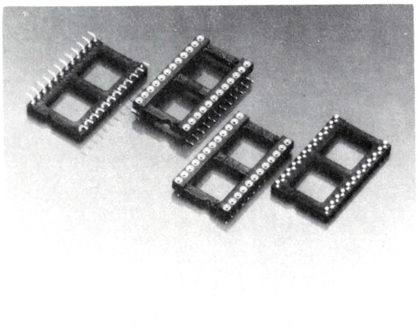
For more information, write RollerBall, Inc., 2829 S. Memphis Street, Aurora, CO 80013; (303) 693-4978.

TRADE ACCESSORIES

SURFACE MOUNT IC SOCKETS

The Component Products Division of Industrial Electronic Engineers (IEE) introduces two types of precision dual-in-line sockets for surface mounting.

Type 105 has angled pins (gull lap), providing easy access for in-circuit testing and troubleshooting. Type 117 uses a unique floating contact approach which compensates for the effects of unevenly dispensed solder paste and restores perfect alignment after the soldering process. Both types can be assembled and soldered on the PCB with the majority of SMD equipment used today with the exception of the reverse wave soldering technique.



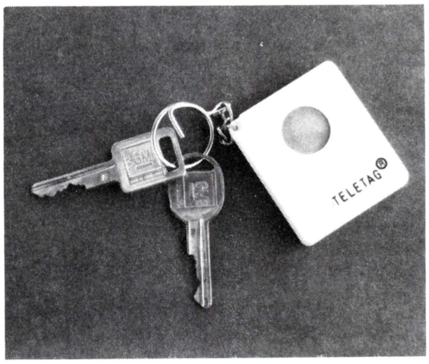
The insulator body is glass-filled thermoplastic polyester with a flammability rating of UL94 VO. The contact is a four-finger clip made from stamped beryllium-copper, gold or tin plated over copper and nickel. The pin is screw machined brass, tin plated over copper and nickel.

For more information, write, IEE, Component Products Division, 7740 Lemona Ave., Van Nuys, CA, 91409; (818) 787-0311, ext. 377.

TELETAG

Catalyst Marketing Corp. has developed Teletag, a key chain one button dialer.

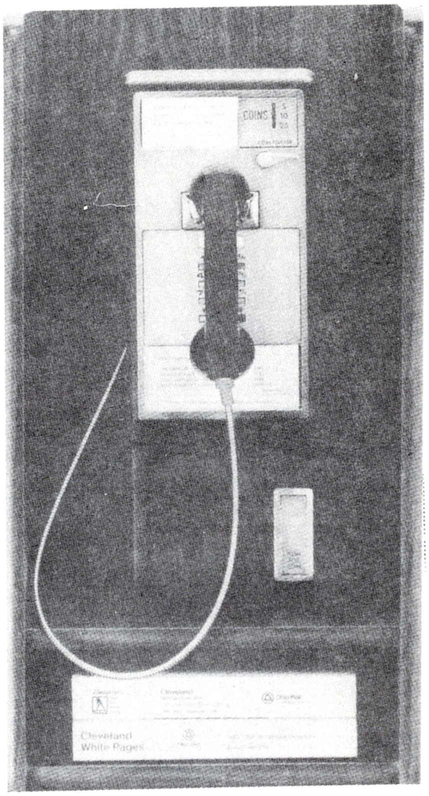
Simply place the Teletag dialer to the mouthpiece of any telephone and press the red button. The programmed number in Teletag will instantly connect you to the person or company whom you need to contact. With Teletag at the end of your keys, you are only a button away.



For more information, write Catalyst Marketing Corp., 115 E. Granada Blvd., Suite 1, Ormond Beach, FL 32074; 800/542-1776. In Florida call (904) 673-2892.

INDOOR ENCLOSURES

Raytec Systems offer a complete line of outdoor enclosures and quality wooden indoor enclosures.



The cabinet is made of walnut grain melamine coated industrial particleboard with matching edges of T-molding, and features a standard directory shelf. Also available are other wood grain finishes or solid colors, on special orders.

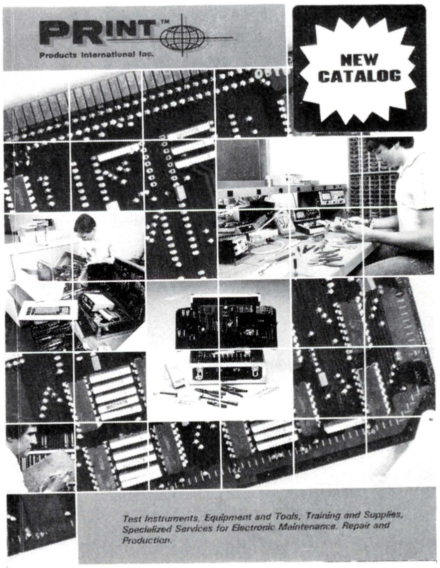
Raytec offers two standard sizes--16 inches wide, 11 3/4 inches deep, 31 7/8 inches high (WD16); and 23 inches wide, 11 3/4 inches deep, 31 7/8 inches high (WD24).

For more information, write Raytec Systems, 2241 Front St., Cuyahoga Falls, (Akron), OH 44221; (216) 928-9949.

FREE CATALOG

Print Products International offers a free 160-page catalog of equipment, tools, and supplies for electronic maintenance and service.

Included in the catalog are Pace desoldering and printed circuit board repair products, PRint tool cases, and test instruments from Huntron, Leader, Hitachi, B+K, and Kenwood. In addition, there are 3M static control products, work stations, and shielding bags, and other brand name tools and supplies for repairs in the field or depot.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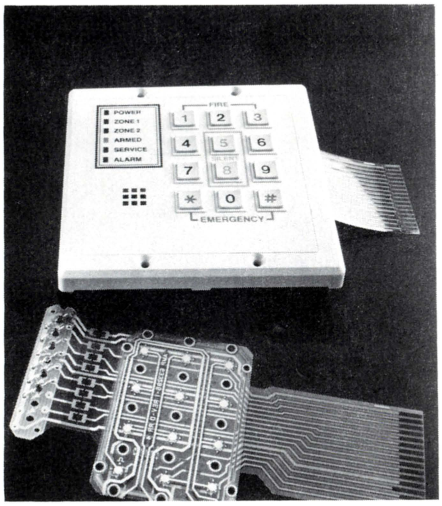
For a free catalog, or more information, write PRint Products International, 8931 Brookville Road, Silver Spring, MD 20910; 800/638-2020.

SCREEN-PRINTED RESISTORS

Plug-in interface panels from AMP Keyboard Technologies feature screen-printed resistors that substantially lower the cost of fulfilling custom keyboard needs.



These advanced, screen-printed thick film materials reduce costs by eliminating the need for expensive printed circuit boards and other discrete components. In addition, LEDs are mounted directly on board membrane circuits, and switches and LEDs terminate through the same integral, flexible tail.

Other features such as custom-designed and molded plastics, graphic overlays and switch contacts that are sealed with a unique dielectric and adhesive gasket configuration are just some of the special characteristics that can be built in to a plug-in interface panel.

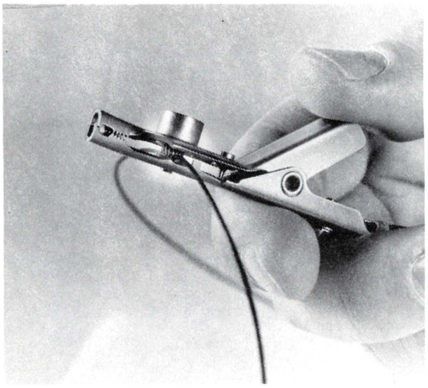
For more information, write AMP Inc., P.O. Box 3608, Harrisburg, PA 17105; (717) 564-0100.

TEST CLIP

J.S. Popper has developed the JP-8783 Test Clip that features a cluster of insulation-piercing needles that permit intercepting a circuit without going to a termination.

These eliminate the awkward chore of stripping back insulation on light wire of 22, 24 gauge, etc. Stripping insulation on such light wire risks severing the conductor and requires wrapping afterward.

The clip also bears a single large needle for displacing insulation on heavier wire. The nose of the clip is designed specifically for use on "punch down blocks". An insulating boot is available.

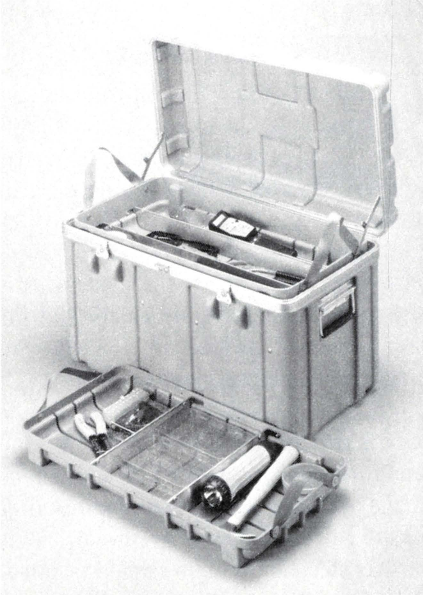


The clip is excellent for work on telecommunication systems and broadcast systems, not to mention servicing game equipment!

For more information, write J.S. Popper, Inc., 200 Liberty St., Little Ferry, NJ 07643; (201) 641-3252.

RUGGED DUTY TOOL CHEST

A versatile new tool chest from Jensen Tools is built for rugged duty. Constructed of heavy-gauge, high-density polyethylene with full-length piano hinge, full perimeter aluminum valence, and military style handles and latches, this chest is capable of handling very heavy loads. It can be used as a tool chest, a parts storage chest, an equipment chest, or a storage/shipping container.



Features include chip-proof battleship gray finish, padlock eyes, two removable interlocking trays with web strap handles and interchangeable metal dividers for small tools, parts and equipment. Trays are supported by heavy aluminum braces inside the case. Storage space beneath the trays gives ample room for larger tools and equipment. Overall chest dimensions are 26 x 14 1/2 x 16 inches.

For more information and a free catalog, write Jensen Tools Inc., 7815 S. 46th St., Phoenix AZ 85044; (602) 968-6231.

COLORFUL PADLOCKS

American Lock Co. introduces new Series 1000 anodized padlocks available in blue, red, gold, and duranotic.

All Series 1000 padlocks go through an anodizing procedure that leaves them virtually weatherproof and incorporate the American Lock security features: hardened steel shackles, hardened steel cover plates, pick-resistant pin configuration, and double ball locking system.

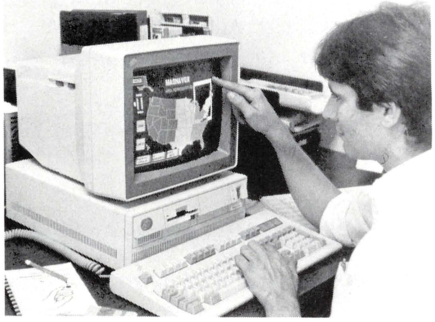
Series 1000 padlock parts are interchangeable with the American Lock Series 5000 padlocks.

For more information, write American Lock Co., 3400 W. Exchange Road, Crete, IL 60417; (312) 534-2000.

TOUCH SCREEN LINE FOR PS/2

MicroTouch announces the introduction of a full line of touch screen systems for the new IBM Personal System/2 computer line.

The new PS Touch Monitors are based on four IBM Displays: the model 8503, a 12-inch monochrome monitor; the 8512, a 14-inch color display; the 8513, a higher resolution, 12-inch color monitor; and the 8514, a 16-inch color display with a maximum resolution of 1024x768.



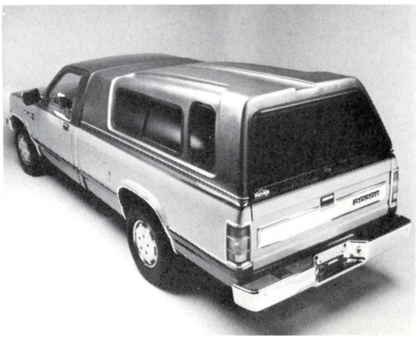
In addition to the new touch screen systems for the PS/2, MicroTouch is also offering a complete software development system for creating touch screen-based applications running on the PS/2 in either VGA or MCGA mode. The package is a complete windowing system consisting of four major modules: an interactive screen editor, screen grabber, utility library, and demo maker.

For more information, write MicroTouch Systems, Inc., Ten State Street, Woburn, MA 01801; (617) 935-0080.

DAKOTA TOPS

Gem Top announces its full line of tops to fit the new mid-size Dodge Dakota.

The steel GEM TOP series 800 Model "W" has curved automotive glass and curved sides, a GEM TOP exclusive. Standard features include interior dome light, curved sliding side windows with screens, polyurethane foam insulation, baked on enamel finish, collision avoidance light and a five year warranty.



The Rovel Navajo and Poly Top units are also available for the new Dakota in either textured Deep Levant or the new High Gloss finish. The Navajo style has dark curved automotive glass in the sliding side and fixed bay windows. The Poly Top has grey tinted glass in the sliding side windows. The full view rear door on either top operates on gas struts and an automatic latching system that makes opening and closing a snap.

For more information, write Gem Top Manufacturing, Inc., 8811 S.E. Herbert Court, Clackamas, OR 97015; (503) 659-3733.

EPOXY ADHESIVE

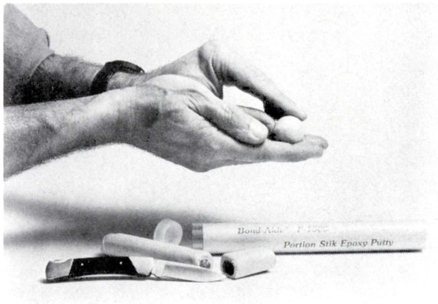
Glenmarc Mfg., Inc. introduces the Bond-Aide P-1500 Portion Stik Epoxy Putty, a hand mixable epoxy adhesive that has almost limitless repair uses.

Bond-Aide P-1500 comes in a seven-inch long stick with the hardener evenly dispersed throughout the length and the resin wrapped around the outside. No proportioning is necessary.

For use, the desired amount of the stick is sliced off and hand-kneaded until a uniform color is obtained. Working time of the P-1500 is about five minutes after mixing. In 20 minutes the product is as hard as steel, and can be sanded, painted, drilled and tapped.

The Bond-Aide P-1500 can be used to bond metals, woods, glass, masonry, ceramics, and many plastics. In addition to general industrial and home repair, the sticks can be used in construction, automotive, machining, hobby, and metal finishing areas.

As the shelf life of the P-1500 stick is one year, the Bond-Aide can be carried around in tool boxes and used as needed; it comes in a convenient re-closable storage tube.



For more information, write Glenmarc Mfg. Inc. 330 Melvin Drive, Northbrook, IL 60062; (312) 272-9030.

XYBOT enters the video scene at Booth 205

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PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. Deadline is one month before you want the ad placed(August ad must be in by July 1). Send ad orders and payment to : PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184. For more information, contact Jim Miller (504)488-7003.

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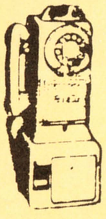

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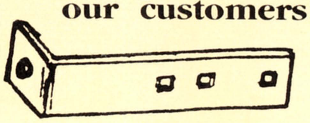

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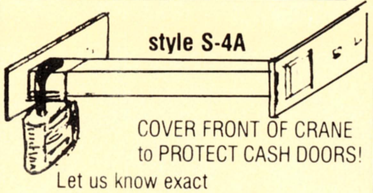
style S-4A



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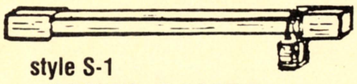

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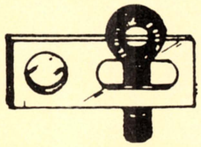

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4 inch **BAR** with
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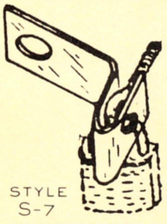

STYLE
S-7

style
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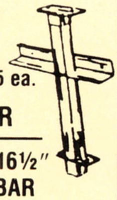
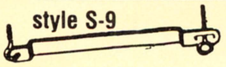


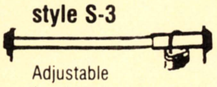
POOL TABLE SEC. BAR

style S-9



16½" BAR

style S-3 **BACK DOOR BAR**



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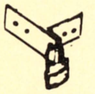
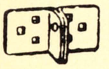


S-10 BACK DOOR



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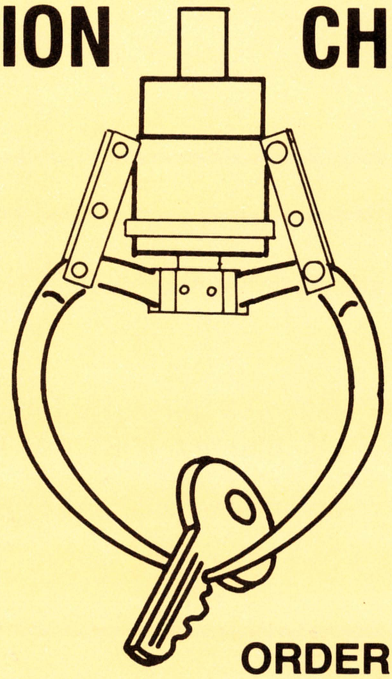

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ADVERTISERS INDEX

A-1 PRODUCTS 158
A & A COMPANY 131
ACE NOVELTY 93
ACME SHOW 39
ACME PREMIUM SUPPLY CORP. . 26
ALLSTAR MUSIC 123
ALPHA OMEGA 161
ALTEC MANUFACTURING 132
AMOA 76
ANSCOT DISTRIBUTING 153,154,160
ARACHNID 18,19
ATARI GAMES CORP. 15,121
AUDIO VISUAL AMUSEMENTS.... 22
BALLY 164
B & R AMUSEMENT 158
BETSON 45
BOB'S SPACE RACERS, INC. 55
BRADY DISTRIBUTING 67
C.A. ROBINSON 117
CAPCOM 36,37
CARL SCHMITT 153
CENTEK 133
COIN CONTROL, LTD 143
COMMUNIDYNE 21,112
COMPUVEND 141
CUMBERLAND AMUSEMENT 155
DRA 79
DANA SONIER 160
DATA EAST 49
DELTRONIC LABS, INC. 123
DOYLE & ASSOCIATES 69
DREWS DISTRBUTING 35,99
DYNAMO 8
ED HANNA 153
E-SOFT SYSTEMS 153
FASHION LABEL, LTD 160
THE GAME EXCHANGE 156
GLOBAL IMPORTS 103
GREMLIN 131
GRAYHOUND ELEC. 63,106,107
HMS MONACO ET. CIE. 30
HOFFMAN & HOFFMAN 41
INNOVATIVE INDUSTRIES, INC. 21
JIM STANSFIELD VENDING 154
KANE AMUSEMENT 154
KIDDIE'S OF FLORIDA 98
KIDDIE AMUSEMENT 155
KIDDIE RIDE USA 29
THE KIDDIERIDE EXCHANGE, INC. 158
KONAMI 145,146
LELAND CORP. .. 28,30,100,104,115
LOUISE'S HARNESS SHOP 153
M & P 162
MALI & COMPANY 124
MARDI GRAS PLUSH 112
MERIT INDUSTRIES, INC. 9
C. MILLER 153
NSM (LOEWEN-AMERICA) 91
NANCY SALES 6
NEW ORLEANS NOVELTY CO. 10
NICHIBUTSU 101
NINTENDO 12,13,85,86,87,88
PHOENIX COIN-OP 116
PHONECO 153
PIZZA MANAGEMENT 31
PLAYFAIR SHUFFLEBOARD, INC. . 84
POOL SURVEY 51
POP-A-SHOT 94
PREMIER TECHNOLOGY 2,3
PRIESMEYER & ASSOC 65
PRIZES! 111,160
P.G.D. 105
PVC PRODUCTS 124
ROGER WILLIAMS MINT 127
ROMSTAR 17
SHOWCASE 5
SMART INDUSTRIES 113
SMOKEY MOUNTAIN SALES 84
SNK 163
STAR TECH JOURNAL 125
SUCCESSFUL SCENTS 94
SUN CORP 157
SUZO TRADING 57
TONY CANANOSO 160
TROY M ENTERPRISES 114
USTC 80
U.S. AUMUSEMENT AUCTION 159
U.S. GAMES, INC. 95
UNITED DISTRIBUTORS 10
THE VALLEY CO. 27
VAN BROOK OF LEXINGTON, INC. 44
VARI TECH 133
VENDORS MANUFACTURING 11
VIDEOBOX NETWORK 109
VIDEO CONNECTION 155
VIDEO REPAIR SCHOOL 160
VIDEO SERVICES 153
WILLIAMS ELECTRONICS 59,60
WINNING CREATIONS 122

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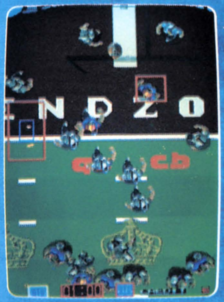

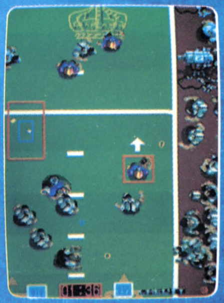

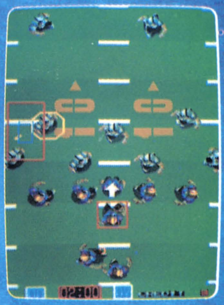

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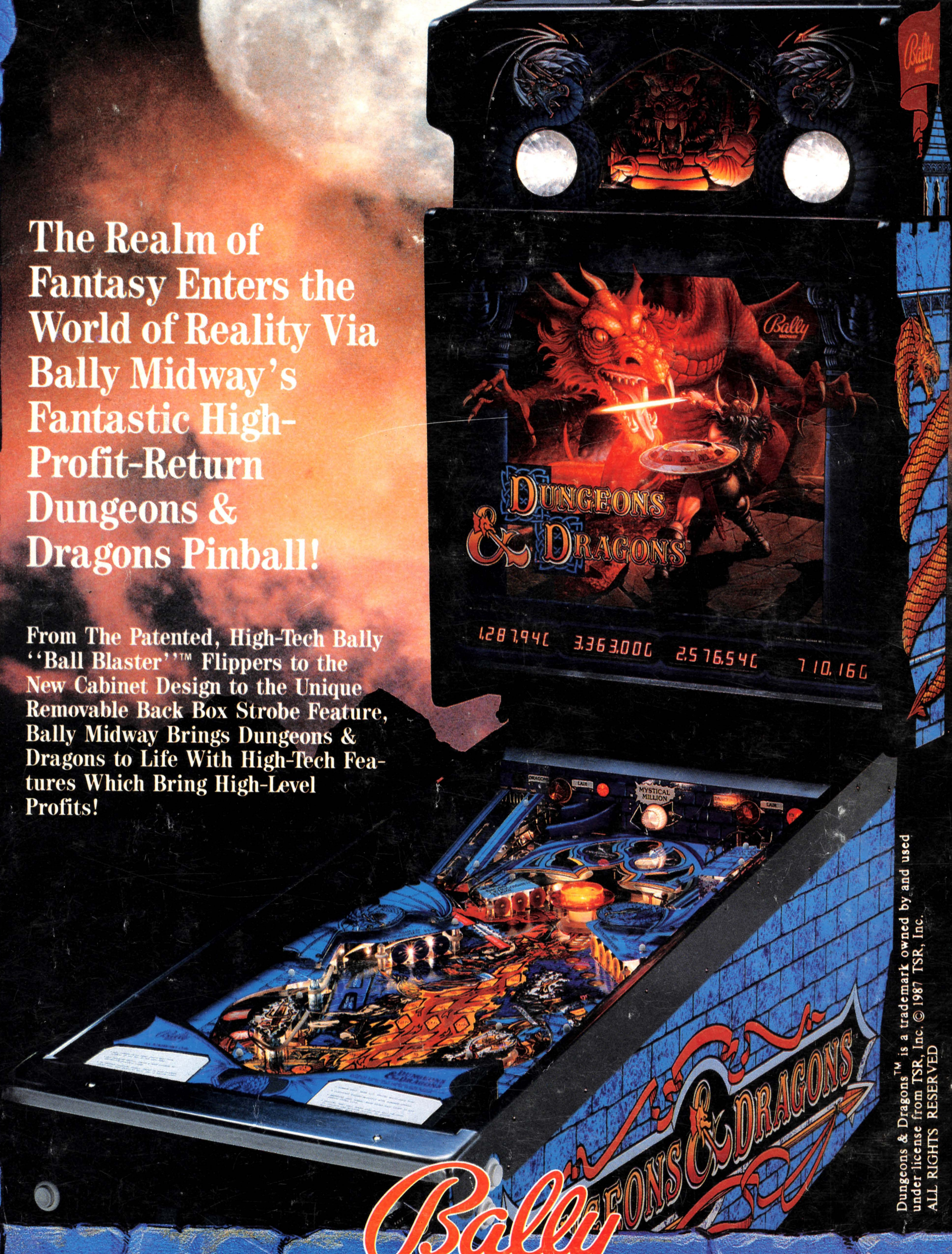

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